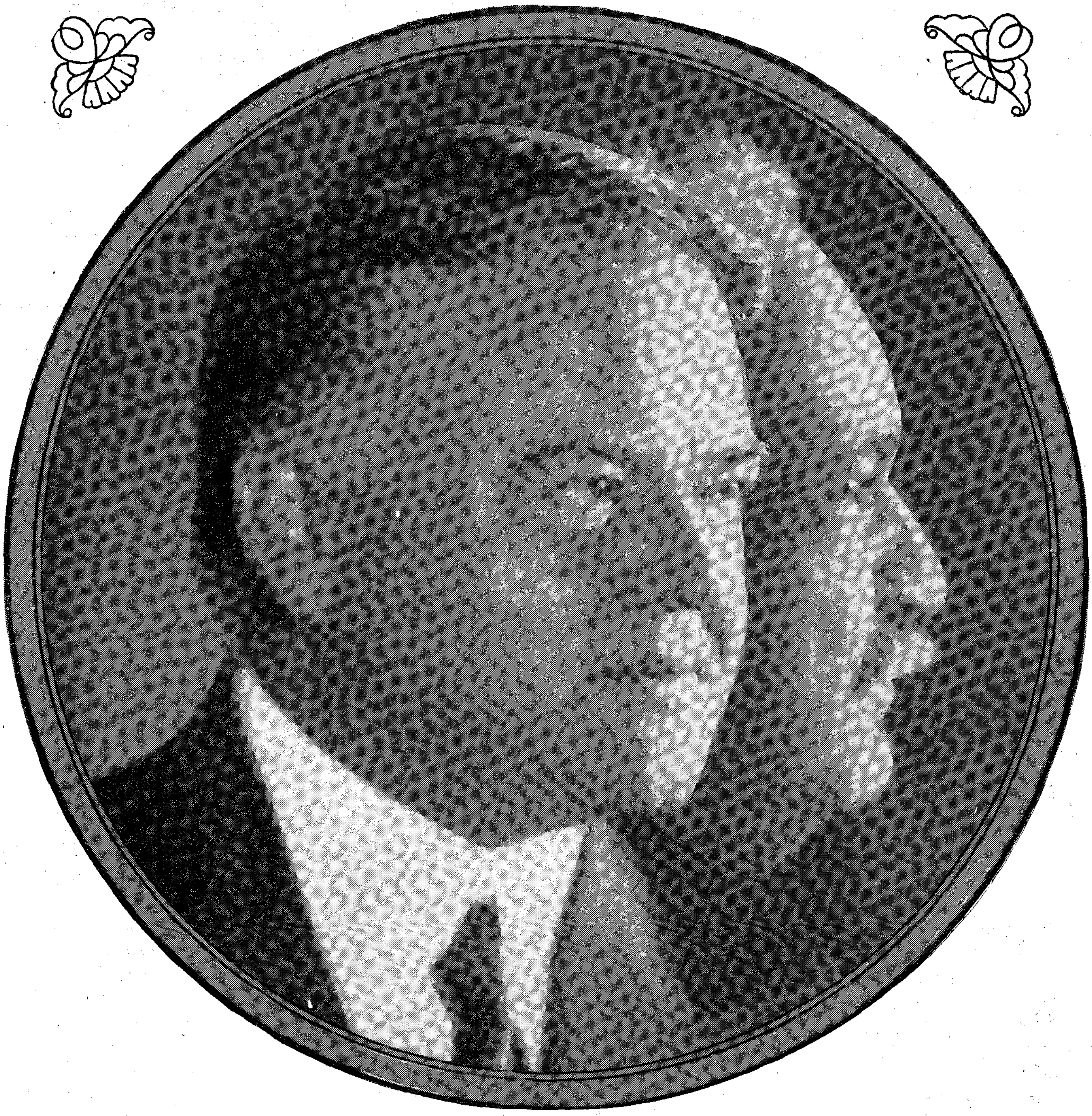
THE LITERARY DIGEST

(Title registered in U. S. Patent Office and in Foreign Countries)

PUBLIC OPINION, *New York*, and CURRENT OPINION, *New York*, combined with THE LITERARY DIGEST
(Titles registered in U. S. Patent Office)

Vol. XCIX, No. 7 New York, November 17, 1928 Whole Number 2013



THE WINNING TEAM

Underwood & Underwood photograph

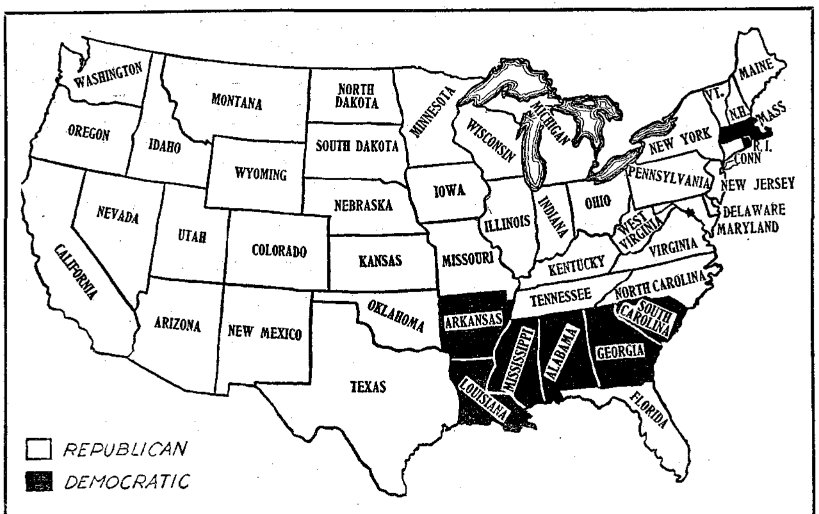
TOPICS OF THE DAY

(This title registered in U. S. Patent Office)

WHAT HOOVER'S SMASHING VICTORY MEANS

THREE P'S—PROSPERITY, PROHIBITION, and prejudice—according to a current explanation, defeated the Democratic candidate for President on November 6, and carried Herbert Hoover to victory on a landslide of unprecedented dimensions.

Hoover, it will be remembered, won forty States, with 444 electoral votes to Smith's 87, but Governor Smith demonstrated his strength as a vote-getter by winning a larger popular vote, as the losing candidate, than any other Democratic Presidential candidate, successful or unsuccessful. The Hoover landslide also swept into Washington a new Congress with increased Republican majorities in both Houses. As one Democratic commentator expresses it, Alfred E. Smith might have won if he hadn't been a Democrat in a Republican country, a wet in a dry country, and a Catholic in a Protestant country. But while many observers agree with the Sacramento *Bee* (Ind.) that "the explanations and the analysis of this most interesting and astonishing election provide material for a year of discussion by the politically minded," a majority of our papers seem to regard the prosperity issue as more widely operative and more influential than any other single factor in determining the result.



AMERICA'S POLITICAL COMPLEXION

The Republican States have 444 electoral votes, the Democratic 87.

Chief of the issues upon which Mr. Hoover appealed to the voters, declares the Republican Philadelphia *Inquirer*, "was the continuation of existing prosperity based upon the policies of the Republican party as exemplified by Mr. Coolidge." "In any campaign the Democratic party has not only to overcome the handicap of Republican preponderance, but also the prevailing opinion that prosperity is more likely to run parallel with Republican success than with Democratic success," remarks another Republican daily, the Hartford *Courant*. Various influences may have been contributing causes in the Hoover victory, says the New York *Evening Post* (Ind.), "but the decisive cause, it is plain to be seen, was prosperity." "Under normal conditions this country has a preponderance of Republican voters, and the largest battalions triumphed," remarks the Birmingham (Ala.) *Age-Herald* (Dem.), which adds: "This country is furthermore wedded to the notion that only a Republican Administration has the magic touch essential to preserving economic well-being." Governor Smith, explains the independent Springfield *Republican*, lacked the simple, flaming issue he needed "in order to combat 'let well enough alone' and upset the moral placidity of a country dripping with content with material things." "The chief factor in Mr. Hoover's triumph was the deep-seated hallucination of the American people of a subtle connection between the Republican party and prosperity," declares the Charleston (S. C.) *News and Courier* (Dem.), and it adds: "The Republican party is a party of financial Toryism, and the election simply proved that Toryism for the present is ascendent in the United States." "Hoover's election was due to a combination of circumstances, chief of which was the slogan of prosperity," remarks the Memphis *Commercial Appeal* (Dem.). As the New Orleans *Times-Picayune* (Dem.) sees the situation, "the Democratic party was up against the same tremendous 'ground swell' that overwhelmed its Presidential ticket in 1920." To quote this Louisiana daily further:

> "The election result was practically determined before the Houston Convention was held, even as the 1920 result was secured before the assembly of either party convention. As we see it, no Democratic nominee could have unsettled that predetermination, nor could it have been affected by omission of any of the issues raised during the campaign, nor by any addition to the list. We find this consolation in the very impressiveness of the Hoover triumph—our next President does not owe his success to the religious fanatics and bigots who tried to stir religious bitterness and hatreds to medieval pitch. He would have won decisively without them. The American people plainly made its decision upon other and more decent issues."

"The majority of the American people are prosperous and satisfied; the country is contented, smug, happy, and Republican, remarks the Helena (Mont.) *Independent* (Dem.). As the Republican Chicago *Tribune* puts it: "A Protestant, Republican country, being prosperous under Republican administration, has elected a Republican Protestant President." "The people are satisfied with the country's progress under Republican guidance," thinks the Indianapolis *News* (Ind.). "The voters have carried this nation through a definite danger, and have given it a new and powerful start along the broad high road of prosperity," declares the Detroit *Free Press* (Ind.). "In the election of Herbert Hoover the American people have given themselves occasion for increasing confidence in the security and prosperity of their country," says the Seattle *Times* (Rep.). And the Washington *Post* (Ind.) assures us that "the Republican party, as well as its candidate, has won a great victory, and there is every reason to believe that the United States is entering upon an era of greater prosperity than it has ever known."

That Herbert Hoover himself was the winning issue is the opinion of many editorial observers. "Mr. Hoover's victory is largely a personal one," thinks the Boston *Globe* (Dem.). "It is attributable in a large measure to his personal prestige, to his exceptional record of disinterested service, to his constructive and progressive ideas, and to the confidence of the American people in his integrity, his demonstrated skill as an administrator and executive, and his genius for fruitful cooperation," affirms the Chicago *Daily News* (Ind.); and in another independent daily, the St. Louis *Globe-Democrat*, we read:

"What are the reasons for this unprecedented triumph of Mr. Hoover and the Republican party? There are, of course, many reasons. The inescapable fact of general prosperity under the Administration of President Coolidge; the belief that it would continue under Mr. Hoover; and the fear that it might not continue under Governor Smith and his party, was a strong and pervasive influence. The issue of Prohibition, which Governor Smith personally injected into the campaign, aroused the predominating dry forces of the West and South to determined opposition, and brought into action millions of women voters, most of whom might otherwise have been indifferent. Regrettably, but undoubtedly, the religious question raised by Governor Smith's candidacy was an important factor.

"There are other reasons, economic, social and political, but, after all, the main reason is Herbert Hoover.

"The personality, the character, the record of Mr. Hoover made his candidacy extraordinarily impressive. That the people believed in him and wanted him, tho politicians generally regarded him coldly, was manifested at the Kansas City convention where he was nominated, and this same popular desire has been manifested in a larger way and in a larger field in this election. This desire is founded upon a wide-spread confidence in his integrity, his superior ability, and the lofty qualities of his statesmanship—because of such impressions the farmers of America believe that he will somehow give their industry substantial aid. Business and Labor believe that he will hold and increase prosperity, the men and women who hold moral and spiritual ideals foremost believe he will sustain them, and because of these impressions, strengthened by its personal experience with his abilities, the South has not feared to break its traditions in his favor. The election, indeed, is a great popular tribute to Herbert Hoover, the man."

In similar vein is the comment of such representative Republican papers as the Des Moines *Register*, Manchester *Union*, Kansas City *Journal-Post*, Portland *Oregonian*, and Columbus *Ohio State Journal.*

Mr. Hoover's success in breaking the "Solid South," an achievement which has been described as the most important political development in the last quarter of a century, and the extent to which his election can be interpreted as a popular referendum on Prohibition, are matters for discussion in future articles.

The President-elect's own conception of what the country has called on him to do is exprest in these words from his message to the American people: "That task is to give the best within me to interpret the common sense and the ideals of the American people." More specific information is likely to be scanty, according to Ruth Finney, correspondent at Palo Alto for the Scripps-Howard papers, who says: "Hoover will feel his way carefully in planning his new administration, and will be, at the outset, at least, a 'silent' President like Calvin Coolidge." But we have it on the authority of this same correspondent that those close to Herbert Hoover say he is turning his attention to the reorganization of the Republican party as one of his first problems. Here he will seek to accomplish three major purposes:

"Hoover, his associates say, is determined to remove from the Republican party the stigma that has attached to it since the time of the oil scandals, the Veterans' Bureau, and Alien Property Custodian disclosures, and the Senatorial campaign slush-fund investigation.

"This means gradual elimination from power of any persons connected with those affairs who are still prominent in the party.

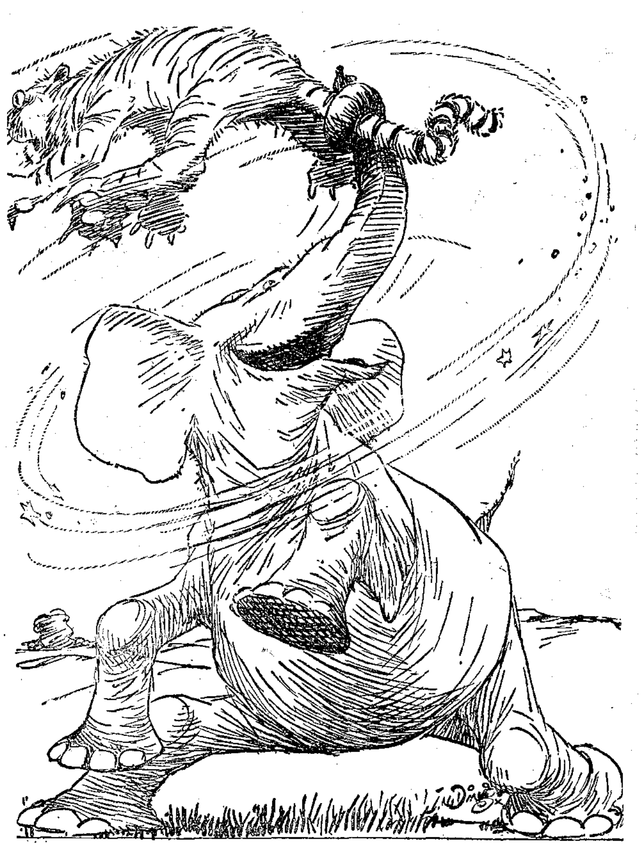
"The second thing to be attained is a new Republican organization in the South. Having done what no Republican before him has been able to do in sixty years, by winning four Southern States, Hoover will seek to consolidate and make permanent his strength below the Mason and Dixon line.

"There are, finally, hostile elements in the party to be subordinated and eliminated for lack of loyalty in the fight just ended. Hoover's nomination was bitterly fought in Kansas City, and while most of his one-time opponents came one by one into his camp after it was over, his friends felt that lip service only was being given in many cases."

Taking first what Hoover's supporters have to say, we find the New York *Telegram*, of the Scripps-Howard chain, expecting to see him "a better President than he has been a candidate":

"We confidently believe that the bigots, the special interests, the self-serving politicians are in for four years of disappointment. We believe the barnacles that attached themselves to Hoover's candidacy following the Kansas City Convention will be scraped off. We don't think that Herbert Hoover will be the Anti-Saloon League's President, or the power trust's President, or the politician's President.

"He becomes President next March by grace of the liberalism and the progressiveness that have characterized his life, the attributes that enabled him to draw his political strength directly from the people, rather than from the interests described. The liberal forces in the Republican party forced Hoover's nomination. The reactionary forces were compelled to help elect him.



Copyright, 1928, by the New York Tribune, Inc. Courtesy of the New York *Herald Tribune*

THE END OF THE TIGER HUNT

—Darling in the New York *Herald Tribune.*

"As between those two elements we believe that Hoover's allegiance will go where it has always been—to the liberal, the progressive side; the side of greatest service to the greatest number of the American people. We anticipate with confidence the course Herbert Hoover will follow in the White House."

What, asks the Springfield *Republican,* "are the mandates packed by the country into the election result?" This independent Hoover paper replies to its own question:

"Broadly speaking, the country desires a continuation of present conditions, progressively modified along safe lines. It desires Mr. Hoover's leadership and prefers his type of preparation and equipment for the great office of President. As between the parties, it still prefers the Republican party, despite its glaring faults and sins, as being the more coherent, disciplined, and effective agent of government. It decides that Prohibition shall have a further trial in the hands of friends, rather than be thrown into a receivership controlled by its enemies."

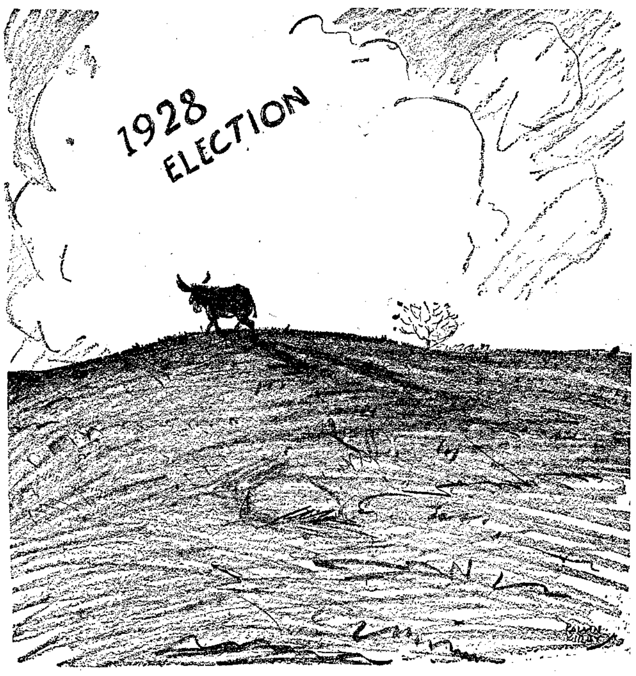
Similarly the Newark *News* (Ind.) is aware of the hard problems facing the President-elect:

"Mr. Hoover has yet to find a definite plan of relief for the farmers. He double-damned their own plan as Socialistic, and has a hard path ahead of him as to water-power."

Under the Hoover Administration we may be assured of a continued emphasis on economy and efficiency, thinks the

Philadelphia *Public Ledger* (Ind.). Mr. Hoover will oppose the Government's going into business, we read on, "but with equal vigor he will insist that big business shall bow to just and firm regulation in the public interest; it must be conducted, to use his graphic phrase, 'with glass pockets.'"

A majority of the voters, we read in the Pittsburgh *Post Gazette* (Ind. Rep.), believe that Mr. Hoover's "intimate knowledge of international affairs and his war service made him highly competent to build and maintain a strong foreign policy, and to better all our foreign relations." The people preferred Mr. Hoover to Governor Smith, avers the Minneapolis *Tribune* (Rep.), "not because they liked him better for his sheer human qualities, but because they deemed him the better fitted by experience in national and international affairs; because, in their cooler judgments, they felt that his was a sounder and safer program." The vote on November 6 was a rejection of Governor Smith, says the New York *Herald Tribune* (Rep.), "but it was not less an enthusiastic welcome to a new type of President." Across the continent the Los Angeles *Times* (Rep.) puts it this way:



OVER THE HILL
—Kirby in the New York *World*.

> "President Hoover will go into office with the best equipment for the post ever possest by any President, a knowledge of the workings of the Government second to none, and a knowledge of world affairs and of international relations superior to that of two-thirds of the world's trained diplomats. He has difficult problems to face, but with the will and the ability to face and solve them. If he has trouble, it will be with some of the politicians of his own and the opposition party. He will be well-advised to take any such difficulties directly to the constituency, relying upon the confidence the voters have exprest in him."

Another Hoover paper in the President-elect's home State, the San Francisco *Chronicle*, believes "he will more than justify the popular confidence":

> "We predict that Herbert Hoover will enroll his name with those of the greatest Presidents the nation has had. We foresee under his guidance a constructive period likely to eclipse anything of its kind that has gone before. He is a constructive man. He will, we believe, drive so forcefully at the tasks now before the nation that the end of his eight years as President will find us looking back on an era of prodigious achievement."

Hoover's victory "is chiefly the victory of a program of construction," agrees the Omaha *Bee-News* (Rep.). "Mr. Hoover's name spells cooperation," declares the Wichita *Beacon* (Rep.):

> "The election of Mr. Hoover means that he will boss the job. There will be no cliques to mar his administration. There will be no pulling of strings or wires to force him into line for something that is not good for the whole people."

A Democratic daily, the Miami *Herald*, while disappointed, believes Mr. Hoover "will be the President of all Democrats as well as of all Republicans," and trusts that his administration "will be one marked with all the essentials of progress and popularity." "The Hoover elected on November 6 was the Hoover of pre-campaign days, the Hoover of the war era, of the United States Food Administration, of Belgium, of the Mississippi Relief," not the Hoover of the campaign, remarks the Democratic Chicago *Journal*. During the campaign Hoover's "old-time personality was submerged," we read on, and "that the old Hoover will emerge is the hope of the country."

Mr. Hoover was fought vigorously by the liberal weekly, *The Nation*. After the election it remarks:

> "There are friends of Mr. Hoover in large number who believe that he will confound the liberal opposition to him by giving us a noble-spirited, progressive administration.
>
> "If that should prove to be the case, no one would rejoice more than the editors of *The Nation*."

Turning from the winner to the loser, many papers point out that while Governor Smith's defeat in the electoral college is most decisive, he did poll a tremendous, even record-breaking, popular vote. Others congratulate him on his brilliant campaign. Says the Louisville *Courier-Journal* (Ind.), for instance: "This manly man, this sound and successful statesman, made a campaign which for candor, courage, and grasp of the issues confronting the country, had never been surpassed in the history of American politics." And this Kentucky daily, which supported Smith, adds: "The Democratic party—if there is a Democratic party now—has lost such a leader as does not arise to any party in generations." "It is impossible not to have sympathy for Al Smith in his defeat," declares the Republican Cincinnati *Times-Star*, which goes on to say:

> "He made a gallant fight. His rough-and-tumble campaign oratory has become almost a part of the household furniture in millions of American homes. It is ironical that so colorful and likable a man, with so fine a record of efficiency in public office, should be so terrifically beaten in a national election."

"Whatever the years may bring forth, Alfred E. Smith may always walk among us unafraid and unashamed," says the pro-Hoover New York *Evening Post;* and in the Democratic New York *World* we read:

> "To Governor Smith we say that he can look backward upon this campaign with a good conscience. He has fought an honest, clean, and candid battle for ideas which will surely prevail. The odds against him were insuperable; his gallantry in face of them will long be remembered. The American people love a brave man, and among public men Al Smith is the bravest of our time. He has lost the election, but he retires with his flags flying. It has been a privilege to fight with him on such a field."

"It would be a cause of regret if the remarkable talents of Alfred E. Smith in expressing political ideas should be lost to country, State, and city," remarks the Republican New York *Sun*. And the New York *Graphic* comments as follows on Hoover's victory over Smith:

> "The fact that this choice made it necessary for another truly great American to be kept out of national public life is a matter that must be regretted. It is not often that men of such equally great qualifications are offered to the American electorate, and it is a shortcoming of our system of government that the leading candidates of defeated major parties can not be put in position where they might serve the public."

PRESS BOUQUETS FOR "THE DIGEST'S" STRAW VOTE

"FOUR years ago we questioned your poll. The outcome justified The Digest. This year the poll seemed even more fantastic, especially as applying to the South, but we in silence awaited the issue. Again you are vindicated, the seeming impossible demonstrated as facts. What greater tribute could prophet or forecaster have?"—*Columbia State* (Dem.).

"It was so close to the actual result as to be uncanny."—*Wichita Beacon* (Rep.).

"In view of the accuracy of The Literary Digest's polls in 1924 and 1928, it might be a good idea hereafter quadrennially to quit holding elections and accept The Digest's polls as final. It would save millions in money and in time."—Josephus Daniels, *Raleigh News and Observer* (Dem.).

"The heads that wag dubiously over The Digest's figures have had to take to nodding agreement with them."—*Manchester Union* (Rep.).

"You have provided a remarkably correct forecast."—*Philadelphia Record* (Dem.).

"Before election The Digest's poll looked to be too good to be true. Now we see it was both good and true."—*San Francisco Chronicle* (Ind.).

"It appears that The Digest's reputation is safe."—*Springfield Union* (Rep.).

"The election results again prove the impartiality and accuracy of the election poll of The Literary Digest."—*Mobile Register* (Dem.).

"Like a doctor of the old school, The Digest is teaching its fingers by bedside experience to become more sensitive to the patients' pulse. Its political diagnoses are established as the election weather-vanes."—*Newark News* (Ind.).

"Again The Literary Digest has made good. Not much use in holding a national election any more. Just let The Digest do it and save the worry."—*Vancouver (Wash.) Evening Columbian* (Ind.).

"One of the shining victors in this campaign is The Literary Digest. The result justified the integrity and accuracy of its remarkable straw vote."—*New York Evening Post* (Ind.).

"Surprizingly accurate."—*Houston Post-Dispatch* (Dem.).

"Once again you have performed a distinct public service. The poll is an extraordinary demonstration of what can be accomplished in the way of political prediction by careful planning and efficient execution."—*Boston Transcript* (Rep.).

"Four years hence there will be less disposition to question the accuracy of the poll if The Literary Digest sees fit to repeat it."—*Washington Post* (Ind.).

"The Presidential election abundantly vindicated The Literary Digest's nation-wide poll. It proves, for one thing, that the poll was carefully taken and honestly reported."—*Seattle Times* (Rep.).

"The outcome of the election apparently was heralded with more than usual accuracy by the Presidential poll carried on by The Literary Digest."—*Syracuse Post-Standard* (Rep.).

"The Digest's poll was the first absolute proof of political clairvoyance that America and the world has ever witnessed. Sir Oliver Lodge can now point with pride to one perfect demonstration."—William Allen White, *Emporia Gazette* (Rep.).

"One phenomenally correct forecast may be an accident. Two in succession are almost a habit. We congratulate The Digest's straw-gatherers once more on a prodigious success."—*New York Herald Tribune* (Rep.).

"Again remarkable for its accuracy."—*Portland Oregonian* (Rep.).

"The Literary Digest poll is vindicated by the result of the election. It did not forecast the vote in every State with approximate correctness, but it showed the general trend, including the disruption of the Solid South, with notable accuracy."—*Columbus Ohio State Journal* (Rep.).

"Those politicians and newspapers which have sought from the first to interpret and discredit the Literary Digest poll, must feel that their own opinions would have been more accurate if they had been guided by the showing of the New York publication. If The Literary Digest ever takes another poll, it should be a guide for newspapers, political leaders, and election-betting rings alike."—*Helena Independent* (Dem.).

"Comparison with the actual results constitutes a practical vindication of The Digest's figures with respect to two of the most important developments of the campaign. The Digest poll indicated an overwhelming victory for Hoover in the electoral college, and that is exactly what has occurred. It also pointed to Republican majorities in a number of States in the Solid South, and that forecast has also been borne out."—*Norfolk Virginian-Pilot* (Dem.).

"This straw vote went with the wind."—*Dallas News* (Dem.).

"Of all the post-election I-told-you-sos, the sponsors of the Literary Digest poll are entitled to speak most freely. If the managers of that publication wish to continue it, the poll has become one of our political institutions. Its accuracy this year will enhance the poll's prestige and should tend to establish it as a fixture in the political calendar. The Digest deserves all the praise it will receive for its achievement."—*Utica Press* (Ind.).

CAN YOU ANSWER THESE?

Test your knowledge by the questions below. If you can not answer them, turn to the pages indicated. Each one counts 4.

1. What makes women toe out? (p. 25).
2. Do "thinking" animal pets really think? (p. 65).
3. What is a tsubo? (p. 16).
4. What is "narrow-casting"? (p. 25).
5. Does "the best possible man" get a job to-day? (p. 21).
6. Is there any peril in stressing "100 per cent. Americanism"? (p. 31).
7. Did the U-boat commander who sank the *Lusitania* know what vessel he was torpedoing? (p. 34).
8. What is the newest railway signal system? (p. 22).
9. Where was the cinema discovered? (p. 27).
10. What is a cho? (p. 16).
11. Where is the Coolidge dam? (p. 23).
12. What American President gave and received trees as tokens of friendship? (p. 58).
13. How long does it take an ordinary Ford employee to learn his job? (p. 21).
14. Are Shaw and Wells helpful in the younger generation's understanding of moral and religious problems? (p. 32).
15. What magnificent bird species has been almost extinguished by Southern hurricanes? (p. 63).
16. What is the "Vox House"? (p. 18).
17. What is a whaup? (p. 27).
18. Where is the site of Graustark? (p. 51).
19. What class of new poor is being created in Japan? (p. 16).
20. What is meant by an "old star"? (p. 24).
21. Who proposes diplomas in love-making? (p. 28).
22. What Moro chieftain once offered his wife to General Pershing as a friendly gift? (p. 54).
23. Who are the workers in India noted as talkers and story-tellers? (p. 19).
24. Where is our greatest reservoir of timber? (p. 23).
25. About how much is the Japanese yen worth in American money? (p. 16).

NICARAGUA VOTES IN PEACE

THE FRIENDLY INTERCESSION of the United States in the internal affairs of an independent republic has been fully justified, a considerable section of our press believes, in the peaceful outcome of the election in Nicaragua. Both General Moncada, Liberal President-elect, and Adolfo Benard, defeated Conservative candidate, agree that the election of November 4 went off in a highly successful manner under the supervision of American marines, naval ensigns, and American civilian experts. In the United States the fact that there were no disturbances at the polls is the subject of wide-spread comment. For, recalls the Chicago *Daily News*, "heretofore the party in power in Nicaragua has had a great advantage through its control of the troops, the police, and local election officials." Thanks to the eagle eye of Gen. Frank R. McCoy, there were no "repeaters" at the polls. Of the events leading up to the election, the Newark *News* says:

> "The Conservatives, who were defeated, have enjoyed the support of Washington for twenty years. As a result, they have assumed a sort of divine right to rule. The Liberals represent the more progressive middle class. The Liberals are vastly in the majority. In the only fair election for many years, previous to that held last Sunday, the Liberals elected their candidates—Solorzano and Sacasa. The Conservative political war-horse, Chamorro, precipitated a revolution, turning the Liberals out by force and attempting to seat himself in the Presidential chair. The United States refused to recognize him, whereupon a questionable Congress named another Conservative war-horse, Diaz, to whom the United States gave recognition. The Liberals refused to accept Diaz, and the revolution continued, with the Liberals getting the upper hand until the United States intervened."

Courtesy of the American Electoral Mission

"NICARAGUA FOR THE NICARAGUANS!"

Is said to be the slogan of the Liberals, which elected Gen. Jose Maria Moncada to the Presidency of the republic on November 4. The President-elect stands in the center.

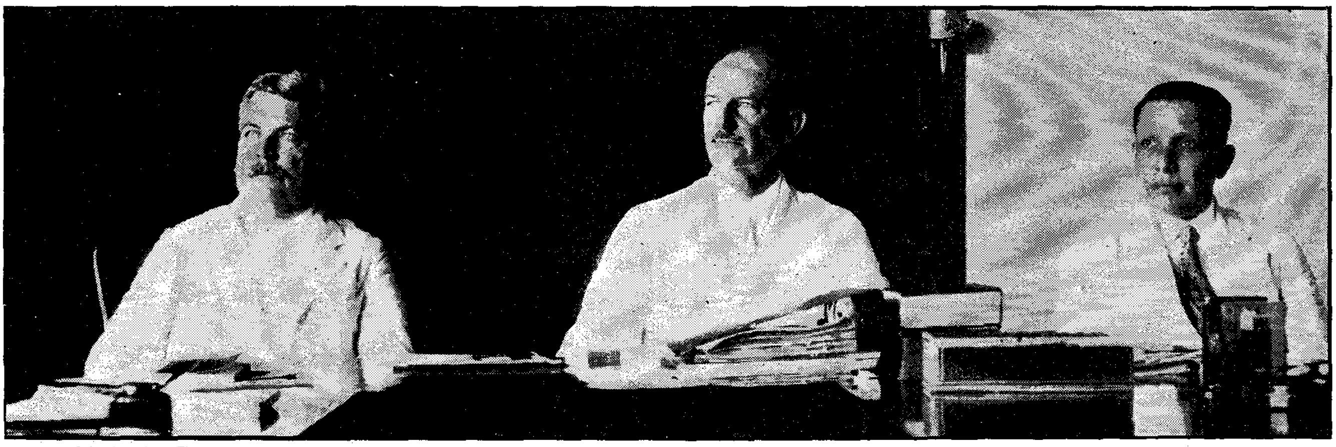
The Washington *News* and other Scripps-Howard dailies interpret the election of Moncada as a rebuke to the United States Government. "It bears out the contention that the Diaz régime was a minority government foisted upon the people of Nicaragua by American interests," declares the Providence *News*.

The majority of our dailies, however, agree that our marines stopt a ruinous war in Nicaragua a year and a half ago. As the Washington *Post* explains:

> "This nation a century ago declared that it would safeguard the independence of free governments in this hemisphere, and it has never failed to make its declaration effective. The presence of a few marines has been found to be a sufficient reminder to domestic and foreign agitators that the independence of an American republic can not be destroyed while the United States endures."

Moncada's victory at the polls, observes the Washington *Star*, "constitutes not only a vindication of the righteousness of his cause, but of the fairness of American policy which permitted the test at the polls." The election, declares the Philadelphia *Bulletin*, "is a sufficient answer to the criticism that has been leveled at the Coolidge Administration since the marines were sent to Nicaragua." And the change in governments, thinks the Cleveland *Plain Dealer*, is for the better. As the New York *Times* remarks:

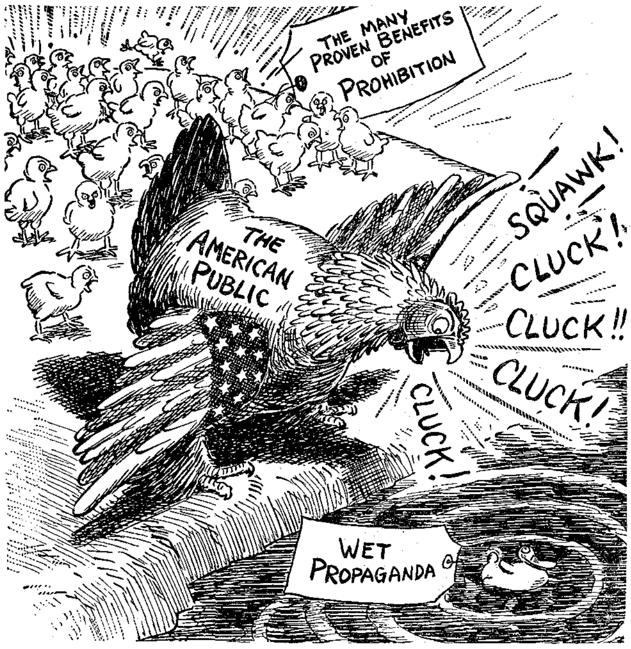
> "It is fortunate for Nicaragua that the new President is a man of force and education. He is much more than the old-fashioned military dictator. Educated abroad, with progressive ideas, he is interested in the economic as well as the political development of his people. He may be expected not only to improve the educational system—three-quarters of the Nicaraguans are still illiterate—but also to protect business interests and to maintain order so that the economic life of the country, so badly upset during the last four years of civil warfare, may be strengthened and improved."



Courtesy of the American Electoral Mission

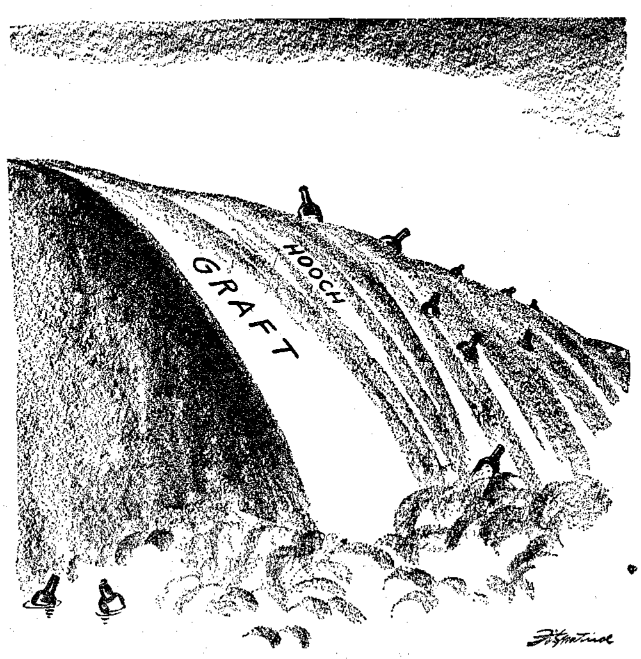
NOT "LONG, WOODEN, AND NARROW"

The uncomplimentary phrase sometimes used to characterize "boards" in general is not applicable to the National Election Board which supervised the recent Nicaraguan election, say correspondents of American newspapers in that country. The members, seated above, are: Brig.-Gen. Frank R. McCoy, Chairman, center; Dr. Ramon Castillo, Conservative, at the reader's left; and Dr. Cordero Reyes, Liberal, at the right.


THE MANY PROVEN BENEFITS OF PROHIBITION
THE AMERICAN PUBLIC
SQUAWK!
CLUCK!
CLUCK!!
CLUCK!
CLUCK!
WET PROPAGANDA

SHE'LL CALM DOWN PRESENTLY!

—Gale in the Los Angeles *Times*.



ANOTHER FLOOD PROBLEM

—Fitzpatrick in the St. Louis *Post-Dispatch*.

OUR PROHIBITION PROBLEM FROM TWO ANGLES

WHAT OUR DRY DECADE HAS DONE

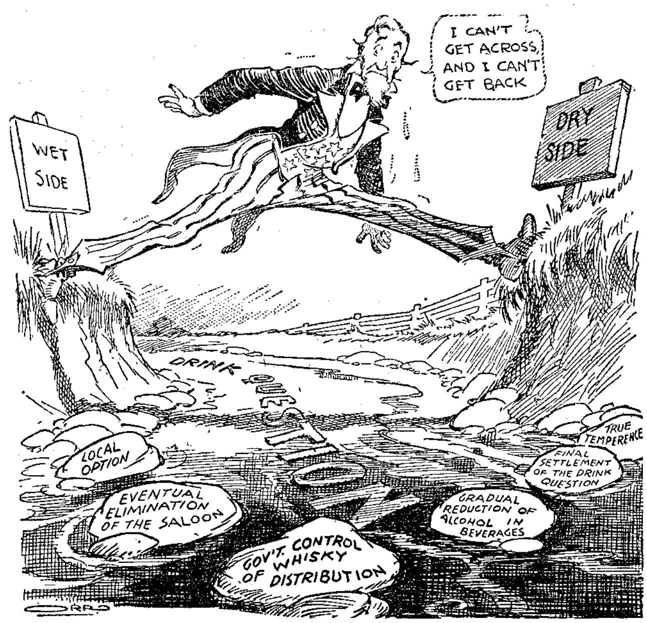
THE PART PLAYED BY PROHIBITION in last week's election lends point to a careful survey just made of the effects of the dry régime under which the country has now lived for eight months short of ten years. The analysis is published by the Editorial Research organization of Washington, which endeavors to present without any wet or dry bias some of the effects of the change of national policy in dealing with the liquor traffic. Its value is enhanced by the fact that this research organization is not trying to prove that the country is either worse or better off—whether socially, morally, or economically. But it does call attention to a number of interesting figures and trends.

Taking first the economic effects of the Eighteenth Amendment and the laws enforcing it, we are reminded that "a leading argument for the maintenance in full force of the present provisions for national Prohibition has been based upon the contribution asserted to have been made by the outlawing of the liquor traffic to industrial efficiency, to increased wages and purchasing power for working men, and in general to the conditions of prosperity that have prevailed throughout the greater part of the Prohibition period." President-elect Hoover is first quoted as having said while Secretary of Commerce that "there can be no doubt of the economic benefits of Prohibition," and that "viewing the temperance question only from this angle, Prohibition has proved its case." In this statement the then Secretary of Commerce went on to offer his opinion that "increased temperance over the land is responsible for a good share of the enormously increased efficiency in production, which statistics gathered by the Department of Commerce show to have followed passage of the dry law." On the other hand, we read, "opponents of Prohibition have asserted that the increase in productivity has been due primarily to increasing mechanization of all processes of production, the increasing use of electrical power, elimination of wastes, and improvements in methods of industrial administration, scientific research, and general technical advances in which Prohibition has played a relatively minor part." The truth is hard to discover, and our statistical authority says that "extreme difficulty is encountered in any attempt to check up on the opposing statements and to obtain an exact measure of the contribution Prohibition has made to American prosperity."

Now Governor Smith's arguments for modification, we are reminded, "have dealt primarily with the moral aspects of the Prohibition problem." But here, we read in *The Research Reports*, "the evil effects complained of by Governor Smith are obviously even more difficult of measurement than the economic advantages claimed for Prohibition by his Republican opponent." The trouble, as other observers have complained, is that most available statistics come mostly from Prohibition or anti-Prohibition sources, and are therefore open to question or subject to varying interpretations. People's minds have been made up largely by personal opinion and current report, but there are some statistics that may help individuals to analyze what they have seen and heard, and the Washington experts therefore go ahead to present a few of them.

First of all is the assertion by the wets that the people of this country are drinking more intoxicating liquor and spending more for it than they did before Prohibition. These statements can not be proved, because there are no reliable statistics on the consumption of liquor since the liquor traffic has been outlawed by the Eighteenth Amendment. It is shown that there was a decline in consumption of various kinds of liquors both absolutely and per capita during the decade before Prohibition went into effect. Even so, 1,694,181,043 gallons of liquor were consumed in 1918, of which about 92 per cent. was beer. Dry leaders claim it to be impossible that any considerable percentage of this quantity of liquor could now be sold clandestinely. But the Secretary of the United States Brewers' Association is said to have admitted that the "gallonage" has been reduced, but that the increase in the consumption of distilled liquors has made the per capita consumption of alcohol greater than it was in 1918. As for the present liquor bill of the country, all the editors of *The Research Reports* are willing to say is that "very large sums are being expended each year upon the purchase of intoxicating beverages, but the total amount is anybody's guess." Of course, prices of liquors have gone up so that "unless the country is drinking a great deal less than it drank before Prohibition, its liquor bill is from five to ten times what it was in the pre-Prohibition period." On the topic of "Prohibition and the Wage-Earner," this statement is made:

> "By supporters of the Prohibition Amendment and the Volstead Law it is asserted that the present outlays for liquor, however large they may be, come principally from the pockets of the well-to-do, and that the expenditures of the wage-earners have been steeply reduced since the pre-prohibition days. It is admitted that the workingmen who were habitual drinkers before Prohibition are probably drinking as much as they ever did, that the quality of the liquor is poorer, and that it is costing them a great deal more. On the other hand, it is asserted that the abolition of the saloon and the diminution of treating has saved the working population as a whole huge amounts that would otherwise have been wasted on drink. The abolition of the saloon apparently is accepted as an economic and social gain by both sides to the Prohibition argument."


I CAN'T GET ACROSS, AND I CAN'T GET BACK
WET SIDE
DRY SIDE
DRINK QUESTION
LOCAL OPTION
EVENTUAL ELIMINATION OF THE SALOON
GOV'T. CONTROL WHISKY OF DISTRIBUTION
GRADUAL REDUCTION OF ALCOHOL IN BEVERAGES
FINAL SETTLEMENT OF THE DRINK QUESTION
TRUE TEMPERENCE
ORR

Reg. U. S. Patent Office, 1928, by the Chicago *Tribune*

TOO BIG A STEP

—Orr in the Chicago *Tribune*.

Henry Ford is one noted employer on record as crediting Prohibition with at least partial responsibility for existing high wages, but there are other employers who do not see any gains to be attributed to Prohibition. Large-scale employers of labor range themselves on both sides of the argument as to whether Prohibition has benefited the workingman. True, savings banks deposits and other forms of savings have increased tremendously during the period Prohibition has been in force. But *Editorial Research Reports* knows of no way to estimate how Prohibition has affected the situation. Undoubtedly intemperance as a factor in dependency has decreased. Some authorities credit Prohibition with some share of the increase in industrial productivity. Prof. Herman Feldman is quoted as saying in this connection in a recent book on Prohibition:

> "The disciplinary problem of dealing with inebriates has become much less serious since Prohibition, and the number of discharges for intoxication is markedly smaller.
>
> "The age-old difficulty of keeping a full force at work after pay-days is now a thing of the past, having disappeared entirely in many plants and been reduced considerably in most.
>
> "In spite of home brewing, plenty of available speak-easies, bootleggers, and other evidences of lax enforcement and uncertain workings of the law, the mass of wage-earners are much better off because of the abolition of the saloons."

Consumption as well as production has increased during the Prohibition period and, say the Washington statisticians, "to this increase in consumption, Prohibition is entitled to claim credit for a contribution equivalent to whatever contribution it has made to increases in production—plus such additions to the consumption of useful goods as may have resulted from reductions in expenditures for liquor." It is further remarked that:

> "In addition to increases in automobiles in use, a share is claimed for Prohibition in the credit for increased high-school attendance, reductions in child labor, increased construction of homes, and many other present evidences of the economic well-being of the nation. The exact measure of Prohibition's contribution to these desirable ends, or whether there would, in fact, have been any slowing up in these improvements if the liquor traffic had not been outlawed, are matters of controversy.
>
> "That the amount of sickness in the country has declined during the Prohibition period, there can be little doubt, but the share in the credit for this improvement assignable to Prohibition is as uncertain as the extent of its contribution to the improvement in standards of living."

Figures on deaths from alcoholism compiled by the Census Bureau, and also by the Metropolitan Life Insurance Company, show a decided decrease during the decade before the adoption of Prohibition, a stationary tendency for two or three years, and then a gradual rise to a point not quite so high as in 1911. Of course, we read—

> "A death-rate from alcoholism equivalent to that prevailing before Prohibition would not necessarily mean that as much liquor was being consumed as before. The current rate may well mean that the kind of liquor at present available has a more telling effect than that consumed in earlier years."

Taking together the death-rate for alcoholism, the extent of alcoholic insanity, and the arrests for drunkenness, it is observed that "each set of statistics reenforces the conviction that Prohibition was best observed during 1920, and that conditions have grown steadily worse since that year—altho they carry the suggestion also that conditions may have reached, or may at present be approaching, a point of stabilization."

One of the most disputed questions in connection with Prohibition, we are reminded, is the effect of the law upon moral conditions in colleges and high schools and among young people elsewhere. Governor Smith and the Episcopal Church Temperance Society are authorities calling attention to increased drinking by young people under Prohibition. The Federal Council of Churches of Christ has admitted the development of "alarming conditions," but it does not consider Prohibition the most important factor in the tendency of young people "to depart from conventional rules of behavior" in order to get a "kick" out of life. THE LITERARY DIGEST's questionnaire sent to more than 200 college heads is referred to, with THE DIGEST's conclusion from the replies that "there are actually fewer drinkers in the colleges now than in the days when there were only one-third the present number of students." But Washington city figures are quoted showing during Prohibition years an increasingly large proportion of minors arrested for drunkenness.

Finally, a number of eminent authorities are quoted backing up Governor Smith's statements enlarging upon the wide-spread corruption existing among Prohibition enforcement officers. Among these are Chester A. Mills, former Prohibition Director of New York, Gen. Lincoln C. Andrews, formerly in charge of Federal Prohibition Enforcement, and Martha Bensley Bruere, author of the recent book "Does Prohibition Work?" based chiefly upon the reports of social workers all over the country. What they say about police corruption in the great cities is called by the author "a damning collection of evidence":

> "Of course, the obvious fact is that there is a far greater opportunity for official graft now than before the amendment was passed, for the whole traffic is illicit from manufacturer to consumer. In order to operate at all, every one from start to finish needs protection—and all along the line they are able to pay for it."

NO NAVAL RACE WITH GREAT BRITAIN

GREAT BRITAIN'S TEMPORARY FAILURE to come to an agreement on naval matters with the United States, and the misunderstanding which arose between the two English-speaking countries because of the Anglo-French naval accord, will not, we read in London dispatches, induce England to "speed up" her naval-building program. In fact, no less a person than Prime Minister Baldwin announces that his country "has no intention of building in competition with the United States." In the opinion of the New York *Evening Post*, this statement will go far to offset the unpleasant situation that has arisen through the exposure several weeks ago of the secret agenda agreed upon by France and England for any new disarmament discussions—agenda which, our readers will recall, entirely ignored the wishes of the United States in the matter of naval and military disarmament. "His address," says *The Evening Post*, "was a timely reassurance that, whatever her continental policies may be, Great Britain has not lost sight of the fundamental necessity of Anglo-American solidarity." Said the British Prime Minister, in part:

Underwood & Underwood photograph

THE DOGS OF PEACE; NOT WAR

Are what Prime Minister Stanley Baldwin of Great Britain would "have about him." In fact, Great Britain, he says, "has turned its back on war" and will not enter into a naval-building competition with the United States.

> "I regret profoundly the temporary failure to come to an agreement with the United States on naval matters.
>
> "Our policy in naval building is to go slow. We have no intention of building in competition with the United States. We have deliberately turned our back on war.
>
> "We are not a vindictive or rancorous people by nature. I doubt if any people have subdued their war spirit more than we have. While we have maintained, and indeed improved, our close and long-continued relations with France, we have established completely friendly relations with the most powerful of our former enemies.
>
> "War is the oldest industry in the world. It has been fought for plunder, power, religion, honor, and peace. This last war, in which practically the whole civilized world took part, was of so awful a nature that there is no statesman to-day, no thoughtful citizen, who does not know that another war would not only further weaken civilization, but would destroy it."

So Great Britain is not going to enter into a naval-building race. In fact, observe two or three American newspapers, it would be a futile thing for her to do, even if she so desired. As the Newark *News* puts it:

> "Prime Minister Baldwin knows this country has the longer purse and that, if provoked into competition, could outstrip its rival.
>
> "It is hardly fair to Britain, however, to assume that futility is the only reason for Mr. Baldwin's announcement. The British people favor peace and disarmament. They deplore as strongly as our own people the failure of the Geneva naval conference last year. The recent Anglo-French naval agreement was condemned by the press and public generally. British sentiment would condemn the Premier if he took any other stand.
>
> "Where there is so much genuine regret it should be possible for diplomacy to succeed in finding a formula of agreement between the two countries. There is a chance now to make a fresh start on the disarmament question. If it is entered into in the spirit shown by Premier Baldwin and President Coolidge a way out of the muddle should be found."

In the opinion of the Brooklyn *Eagle*, "the Prime Minister's soft words on naval competition were well timed." For—

> "They were spoken at the tenth anniversary celebration of the British League of Nations Union and led Viscount Grey to declare that even the adoption of the proposed fifteen-cruiser program by the next Congress would make no difference in the British position.
>
> "Mr. Baldwin's assurance that Britain has not changed her policy requires qualification. Britain agreed to allow France to build an unlimited number of small submarines in return for France's agreement to let her build an unlimited number of small cruisers. More important still, Britain agreed to side with France in the effort to prevent any limitation of trained army reserves.
>
> "Mr. Baldwin's address indicates sincere regret over the effect of the Anglo-French agreement in the United States. It includes the assurance that Britain's policy of friendship toward the United States and Germany has not undergone any change. The assurance has real value. But its larger importance can only be measured by what happens at the next conference for reducing armaments."

It is the opinion of President Coolidge, says a Washington dispatch to the New York *Herald Tribune*, "that the chances of successful discussions on the subject of naval armament limitation are remote before 1931, when the five leading naval Powers will assemble here to discuss the Washington Conference agreement." Incidentally, this dispatch was written three days before the Baldwin statement was made, and the *Herald Tribune* writer is convinced that "the publication in London and Paris of the official correspondence between the French and British governments leading up to their naval limitation compromise has not brought general limitation any nearer." As *The Christian Science Monitor* explains:

> "Both governments insist that there existed no sinister or ulterior purpose in their efforts to reach this agreement. Both deny that there have been any secret agreements or any concealment of vital portions of the pact, altho even now it is announced on behalf of Great Britain that certain phrases which might be embarrassing to both countries have been withheld from publication.
>
> "No criticism of the pact in the American press has half equaled in vigor or in bitterness some of the utterances of British newspapers and of British public men. However, the incident may be allowed to pass into diplomatic history. It is not the part of international good will to harp upon it. The better course is for the people of the United States to follow at least the restrained attitude of their government and accept as in good faith the protestations of the British Foreign Office that nothing of a hostile nature to American interests was involved in this unfortunate adventure."

The Portland (Me.) *Express*, however, regretfully admits that, while the Franco-British agreement has received its death-blow, "the spirit with which it was inspired must be reckoned with."

HEADING OFF A RAILROAD STRIKE

THE FIRST REAL TEST of the new railway labor law providing for the settlement of wage disputes through arbitration nears its termination, observes the Boston *Herald*, with the probability that the long-threatened strike on Western railroads—"a strike that might have extended over the entire country"—will be avoided. For, by a decision of President Coolidge's fact-finding board, announced October 30, the 66,000 employees of Western railroads who demanded an increase in pay last May must choose one of the three propositions first made to them through the permanent Board of Mediation. Every one of these, it seems, involves an increase in the wage scale. But the decision of the fact-finding board was not easy to arrive at, for the simple reason that the situation hinged on the great pulling capacity of the modern locomotive. The modern engine is so powerful that trains have been made longer and longer—and the number of train crews reduced in proportion. Promotions of trainmen have been slowed up, say the railway brotherhoods, and lives needlessly endangered. This the railroad executives deny, and they make the further point that long trains and the use of "double-headers" speeds up operating efficiency; that the rule of the brotherhoods restricting the use of double-headers and also the number of cars to be pulled by one locomotive is arbitrary and a handicap to economy, and consequently to maximum service at minimum rates. Finally, they point out, this rule is in effect only on Western roads, which have a harder time earning dividends than their more fortunately situated Eastern competitors.

In the fall of 1926, we are reminded by the New York *Herald Tribune*, the conductors and trainmen of the Eastern roads demanded a 15 per cent. wage increase. This was denied them, and the appeal was taken before a board of arbitration, which gave the men a 7½ per cent. increase. Virtually the same thing happened in the Southeast. In the West, the case of the brotherhoods reached a board of arbitration, which decided against an increase in wages. Briefly, the board claimed that the trainmen and conductors had been receiving a higher wage than their Eastern brothers; that the Western railways were earning smaller returns; and that the grant of higher pay in one section of the country did not furnish reason in itself for similar increase elsewhere.

The brotherhoods, we are told, later reopened the case, with the result that the railroads offered a wage increase of 7½ per cent. if the rules in question were abolished, or one of 6½ per cent. if the double-header rules were retained. This proposal was rejected, and for a time there were rumors of a strike. The issue was then laid before the Railroad Mediation Board, which was set up last year by the Watson-Parker law, but its decision was rejected. Arbitration again failing, the President appointed an emergency board to sift the claims of each side, and recommend a settlement. And the findings of the board, notes the Newark *News*, "are precisely those which were offered by the Board of Mediation three months ago, so the conductors and trainmen have wasted just that much time in wrangling." Says *The Wall Street Journal* of the emergency board's recommendations:

> "So far as either side has won a victory, the honors are with the railroad companies. The board of inquiry appointed by President Coolidge has decided, in effect, that the Western conductors and trainmen must choose one of the three propositions made to them through the offices of the permanent Board of Mediation.
>
> "Every one of these propositions involves an increase in the wage scale. The men may have: (1) an increase of 6½ per cent. with no change in working rules; or (2) an increase of 7½ per cent. and elimination of rules against 'double-heading'; or (3) they may take a 7½ per cent. increase and submit a number of specified working rules to arbitration of the sort provided by the Watson-Parker Act. The Presidential board decides that whatever proposition is accepted by the men shall take effect as of May 1, 1928, the date as of which the Western engineers and firemen obtained their advance of 6½ per cent.
>
> "Under the law the men are not obliged to accept the ruling of a Presidential board, that body having no means of enforcing its decision. It is in the last degree improbable that the two brotherhoods will reject the findings. That the carriers should reject it is, of course, unthinkable."

Said the President's emergency board in its decision:

> "It is difficult to see why this controversy should have arrived at a stage where it could not have been settled by mutual negotiation. At one stage or another of this long-protracted dispute the carriers have offered 6½ per cent. increase with no change in rules; and at one stage or another the employees have expressed a willingness to accept 7½ per cent. increase with no change in rules. The difference between these offers, exprest in cents per basic day, amounts to from 5 to 7 cents per day. The board regards this difference as too small to justify an interruption of transportation in the territory affected."

The findings of the board now go to the railroad executives and the railway brotherhoods for approval. Meanwhile, the country's press exercises its prerogative, and has its say. The Manchester *Union*, for example, recalls that since the passage of the Watson-Parker bill, "increases for railroad workers have been quite general." Moreover—

> "Still another boost for Western railroad men will mean the railroads will have to raise freight and passenger rates to find the money. And that means higher prices for our food and raw materials—our wages lower and our expenses higher."

The New York *Journal of Commerce* likewise finds fault with the recommendations of the President's emergency board. Says this business and financial daily:

> "There are three parties in interest in connection with the railroads—the owners of the roads (their stock and bond holders), the public which uses them, and their employees. No solution of the wage question can be worth while which does not take account of all these interests.
>
> "Taken all in all, it would seem that railroad workers are, if anything, more highly paid than those in other lines of work. The railroads as a group are not paying properties. Their incomes upon actual investment are small, on the average a good deal below 5 per cent., if we except a few unusually prosperous or well-placed lines.
>
> "As for the public, it undoubtedly has to pay very high fares and freights. The railroads simply have nothing that they can give to the wage-earner unless they are allowed to pass it on in higher charges to the community, which is already carrying a heavy burden.
>
> "Evidently the President's emergency board was of the opinion that the best thing that could be done was to settle up at some basis and let the matter go at that. This is exactly the way that preceding railroad disputes had been settled. This is the evil in the whole arbitration situation.
>
> "Those who advocate arbitration usually do so on the ground that boards of arbitration may be expected to accomplish exactly this result—careful and thoughtful analysis and adjudication. In fact, they almost never do so.
>
> "As a matter of fact, the railroad wage situation is intolerable. The pay of railroad employees is far in excess of that which is received by other classes of employees doing similar work. It is also fully up to, if not in excess of, the capacity of the railroads to meet, on the ground of their present income position. They are dragging along with net earnings which become inadequate to meet fixt charges, on many lines, whenever there is a very limited falling off of traffic.
>
> "Not only is this true, but even with the present full volume of production and distribution there is invariably difficulty in getting the needed capital for railroad expansion.
>
> "The time has come when we ought to leave off settling wage disputes on the basis of expediency or temporary adjustment, and get down to the hard, fundamental work of finding out exactly what proportion of railroad income ought to be recognized as a dividend to labor. That will involve the whole question of railroad income and earnings, as it should, and this in turn will necessitate a reconsideration of the rate question. The railroad problem can not be dealt with piecemeal if we are to solve it successfully."

TOPICS IN BRIEF

(An extension of this department appears weekly on the screen as "Fun from the Press")

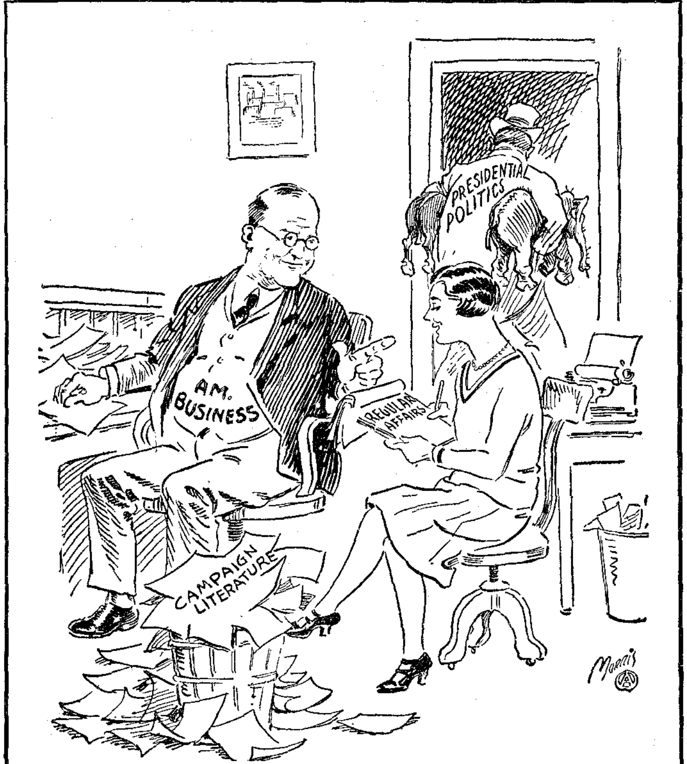
It is only the people with push who have a pull.—*Ashton Hood Syndicate.*

A flying rumor never has any trouble in making a landing.—*Arkansas Gazette.*

The man whose conscience never troubles him must have it pretty well trained.—*New York American.*

Wouldn't we have a great nation if all preelection promises were fulfilled?—*Jacksonville (Fla.) Times-Union.*

It is proposed at Geneva that statesmen who create wars be made to serve in the front ranks. One can imagine enthusiastic cries from the soldiers of "Author! Author!"—*New Yorker.*



Copyright, 1928, by the George Matthew Adams Service

"NOW THAT'S OFF MY MIND, WHERE WERE WE AT?"

—Morris for the George Matthew Adams Service.

Possibly the purpose of the whispering campaign was to bring out the silent vote.—*St. Paul Pioneer Press.*

What does Charlie Schwab do when he is not predicting eras of great prosperity for the United States?—*Macon Telegraph.*

An Englishman is going to put gunsights on his car to steer by. What are us pedestrians gonna do now?—*Dallas News.*

In spite of the fact that the judge said he would be lenient with a man who had committed bigamy, the poor fellow was allowed to go free.—*Punch.*

What a lot of time and money it would save if somebody would move that the Literary Digest straw ballot be declared formal.—*Boston Herald.*

Excursionists do not find Sunday the day of rest it used to be owing to the increasing demands for first aid and ambulance.—*Washington Star.*

What this country needs is a fool-proof stork.—*Ashton Hood Syndicate.*

The old saloon has gone forever, but a lot of its conversation is being preserved in the modern play.—*Philadelphia Inquirer.*

Ambition still may be the main thing that keeps our people moving, but the "no parking" sign is doing its part.—*Council Bluffs Nonpareil.*

One of the literary critics says that all new books are forgotten within a year. Especially by those who borrow them.—*New York Evening Post.*

The politicians aren't the only ones unable to meet the farmers' demands. The automobile factories are months behind now.—*Council Bluffs Nonpareil.*

A new idea for a charity bazaar was recently asked for. Why not a stall where for a small fee you can park your money in safety until you come out?—*Punch.*

The move is now up to the Newcastle Coal Importers' Association—Commander Byrd's ships will move into the Antarctic fully equipped with electric refrigerators.—*Norfolk Virginian-Pilot.*

Before the scientists decide, as they seem to be doing, that children nowadays are smaller for their ages than formerly, it might be well to consult with the street-car conductors.—*Arkansas Gazette.*

Modernism appears to be putting the litter in literature.—*Wall Street Journal.*

The Doctors of Law don't seem to be able to effect a cure.—*The Thomas E. Pickerill Service.*

If the G. O. P. hasn't a white elephant on its hands, it's because the whitewash failed.—*Arkansas Gazette.*

As usual, that Philadelphia police department shake-up follows a period of shake-downs.—*Marshall County (Minn.) Banner.*

A republic is a form of popular government in which liquor prohibition is put in charge of the tax collector and a Department of Agriculture gets out booklets on lamp shades.—*Detroit News.*

There may be food for thought in the Literary Digest's straw vote, but it's hard to swallow.—*St. Louis Star.*

A Western paper reports the marriage of William Winter and Alberta Snow. Have you ordered your coal?—*Toledo Blade.*

An American doctor was arrested after falling down two flights of stairs. He complains of having been shaken before taken.—*Punch.*

A scientist says the earth is rotating at faster than regular speed. Well, Christmas does seem to come quicker than it used to.—*Dallas News.*

Women's independence from their husbands began when they quit wearing dresses with twenty-four buttons in the back.—*Little Rock Arkansas Gazette.*

A young authoress declares that the notion of writing a novel occurred to her quite suddenly as she was crossing Holland Park Avenue. The possibility that this might happen to any one adds greatly to the perils of the streets.—*Punch.*

We can remember 'way back when a sensational novel was one that was sprinkled with asterisks.—*New York Evening Post.*

Among the other foolish things we are paying for on the instalment plan, let us not forget the World War.—*American Lumberman (Chicago).*

"So many things do not mean what they seem," wrote a young husband suiciding. Possibly referring to "easy payments."—*Council Bluffs Nonpareil.*

The London *Standard* explains that "lady" is derived from an old English word signifying dough-kneader. Not dough-needer, by any chance?—*Detroit News.*

Cyclists are reported to have attained astonishing speed over short distances immediately behind motor-cars. Pedestrians, on the other hand, show their best form just in front of them.—*Punch.*

Speaking at Nottingham the other day, Dr. Selbie said that youths of to-day suspect their parents of having made a mess of things. So do many others when they look at modern youth.—*Punch.*

The Italian Government has been buying mules by the carload in America, and what we want the movie rights to is Mussolini's face right after he has issued an ultimatum to them.—*New York Evening Post.*

FOREIGN - COMMENT

JAPAN'S FARMERS MENACED BY THE CITIES

A CLASS OF NEW POOR is being created out of Japan's suburban farmers, it is alleged in some Far Eastern publications, which tell us that in selling his land for building purposes at boom rates, the farmer is losing his life's capital. Yet the disintegration of the feudal agricultural community, according to some Japanese writers, has been inevitable before the general onset of urban population with the benumbing influence of material civilization. But Japan is an agricultural nation, asserts Setsuo Uenoda in the Tokyo *Trans-Pacific*, is confronting an impasse as such, and the solution of the problem by the industrialization of the country is far from being found. This rather alarmist witness declares that with the expansion of the cities throughout the country, the agricultural communities near urban centers are exposed to a serious material and moral danger. The fear and panic of the movement away from the land is not exclusive in Japan, as all American readers know, who hear so often of the increasing drift of population to cities and industrial towns. Thus it is the more interesting to look at this phase of farming life in Japan. It is related by the above-named contributor to *The Trans-Pacific*, an American-owned weekly, that:

Photograph by Ewing Galloway

JAPANESE WOMEN AND CHILDREN KILLING LOCUSTS IN A RICE FIELD

"The rate of land rent in the Tokyo suburb for agricultural purpose differs according to districts. In the village in which I am living, the land rent for 300 tsubo (about a quarter of an acre) for that purpose is average of about 20 yen a year. [A yen is about 50 cents.] If the same area of land is rented to the city people to build dwelling-houses for residential purpose, it will bring from 200 to 280 yen a year. The rate for the same area in other suburbs such as, for instance, Nakano, or any other farm district between Tokyo and Yokohama, is distinctly higher. It is not difficult to see, therefore, that the farmer has no grudge against the influx of city people into his village to establish their homes on his land property.

"The land owned by farmers in this country is usually small in area, in most cases not exceeding five cho. One cho is equal to 3,000 tsubo or two acres and a half. On this land his family lived frugally for generations. The price of fertilizer has been growing higher with the result that it has become increasingly difficult to make both ends meet. In the face of this fact, the invasion of the urban people into his farm would be a salvation if he were capable of dealing with the situation properly.

"He has been letting out his land to the city people in lots of from about 100 to 300 tsubo for residential purposes. Many farmers have already converted a large proportion of their lands thus into residential lots. The new situation brings in for a farmer a greater income and a higher standard of living on one hand and on the other marks the beginning of his undoing. The partial conversion of farm into residential lots means for a landed farmer a less space for him to work upon and more income to squander or to save."

The question is then asked as to what the farmer will do when under such circumstances he has come to have three or four grown-up children. He becomes a part-tenant farmer, we are told, to turn the surplus of labor in his family to the land leased from his fellow farmer who has land to spare for such purpose. But in the meantime, it is asserted, he never takes any trouble to think that in due course his sons will have to assume some kind of work other than farming, and that the new income must be turned over for their education to get on with the new condition of life. This present land-selling Japanese farmer, we are assured, is wholly content to lead an easier life than before without realizing the certain danger that is sure to come in the not distant future. We read then:

"The price of land has been soaring rapidly, and the land rent in some sections of Tokyo suburbs has doubled in the past few years. And the farmer is waiting for the day when he may rent the rest of his property at still higher price. The foretaste of a comparative prosperity he has in letting several hundred tsubo of his land tempts the farmer to figure out the amount of his property in the term of yen and sen. 'Let's see,' he contemplates, 'the five cho of land I own are worth 300,000 yen at the rate of 20 yen a tsubo, if I care to sell them. If I let 7,500 tsubo, it will bring in 600 yen a month. That is great.' With this sudden realization, he begins to think of something beyond the limit of his homestead—investment and enterprise. Here he stands on the brink of his domain with no more idea about his future than a samurai had at the time of the Meiji Restoration.

"I know of two farmers who lost about 5,000 tsubo of their land properties in an apparently very promising joint enterprise. One day a gentleman, formerly an official of the Government, called on them and laid down his plan for establishing a girls' high school, because the number of such schools in Tokyo is very few, and declared that the enterprise was bound to succeed. The construction of school buildings was to be financed by a business man, and he only sought an investment of the farmers in the form of land for the school lot. He was gifted with the conversational talent, and he explained his case to them logically and convincingly, until finally he succeeded in winning the hearts of the farmers. The agreement was that the farmers were to accord the necessary land without land rent until the school should become financially secure.

"The school was established with the gentleman as the principal of the institution. He managed to carry on the school for a few years, with several hundred students attending. The financial condition of the institution, however, went from bad to worse. The upshot of the whole thing was that the school buildings and the land on which they stood passed into the hands of a receiver. The miserable feature of the situation was that the document signed by the farmers and the gentleman was such that the former had no legal claim in the transaction, and lost their properties outright."

Photograph by Underwood & Underwood

THESE ARE NOT HEDGEROWS

But tea plants in Japan and the tea buds are being picked by Japanese farm hands.

This is only one instance that happened in a Tokyo suburb within the knowledge of this Japanese writer, to demonstrate how the farmer is losing the land he inherited from his forebears. He adds that he has been advised that about one-half of the land in another Tokyo suburb and its neighborhood has already passed in one way or other to other classes of people than farmers. In the meantime, he points out, the youth on the farm, through the contact between farming and urban communities, have been fast learning to assume the exterior apparel of modern material civilization, and he continues:

"A son of a farmer buys himself a wrist-watch. He observes that the wrist-watch and the cotton sash he wears form a poor contrast on a holiday. He takes a notion that decency is simply a matter of necessity, and he buys a decent silk sash and a pair of *geta* to match his wrist-watch. How funny he would look, he cogitates, with a countrified hat on his head when he wears the wrist-watch, the decent silk sash and a pair of *geta*. Then he manages to buy a 'nifty hat,' the kind that the city folk wear, and so on. By this time, he has learned to avoid as subject of conversation the manure pails and the like with which he has associated ever since he was a child.

Photograph by Underwood & Underwood

A HARVEST OF EGGPLANTS

This Japanese farmer solves the problem of their transportation in his own way.

"The farmer's daughter likewise is not behind her brother in this respect. There are such things as silk parasol, glittering hair-pin and silk kimono made of *kinsha* material. The names of these articles have become music to her ear. These articles, which she never dreamed of obtaining before, are now within her reach and she manages to induce her parents to buy them for her, or by working as a maidservant for some family.

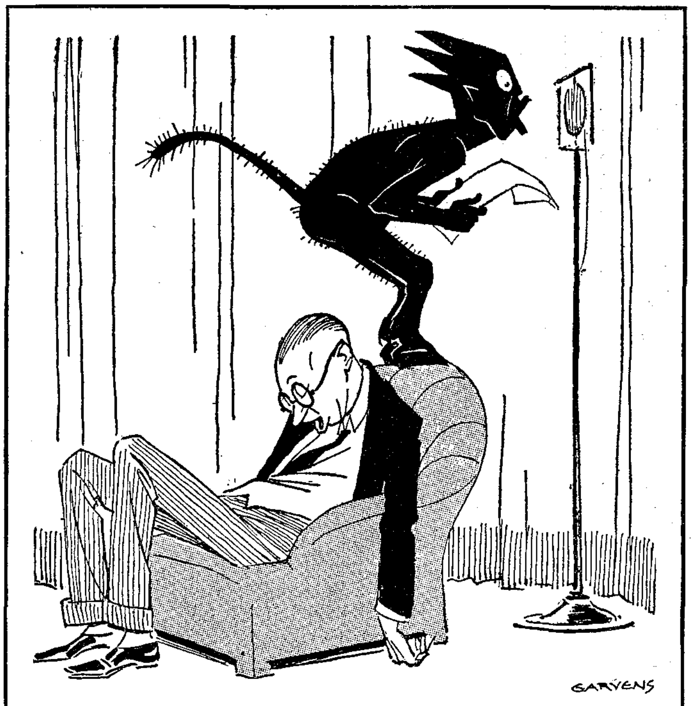
"It is easy for the youth on the farm to learn to wear a wrist-watch, but it takes years of training for him to learn how to get on in the community in which the watch is indispensable. But the parents and their children never think of the need of such training under the present circumstances. With this unequipped mentality, less space to work upon and the absence of grinding poverty that used to propel them to work constantly, the youth on the farm have begun to take themselves more and more to material comfort hitherto unknown on the farm.

"The father with land to let is no longer poverty-stricken as he was before, but he is not so rich as he thinks. By the time he has to give away his daughter in marriage, he finds out that she is by no means satisfied with a kind of dowry his wife brought with her when he took a wife. In a rural district, the feudal sentiment still prevails practically in its purity, and respectability in the feudal sense of the word is much more strongly asserted than in the city. The father makes it a point of honor to give away his daughter in marriage respectably in the eyes of the world. He goes on to mortgage a part of his land to prepare for the wedding of his daughter. In so doing he has not the slightest idea about the risk involved in pawning the most important article for his own life."

When the time comes for the farmer to pay the interest, we are then advised, his creditor prefers not to make a fuss in collecting the interest on the money advanced. The farmer, who usually has no ready cash, is allowed to wait for another year, and it is related that this occurs year after year until the accrued interest has become so great that the farmer is finally forced to part with some of his land.

A GERMAN RADIO MELODRAMA

AN ENTIRELY ORIGINAL FORM of radio drama, it is said, was presented to German radio listeners through a trick played by German Communists. The Communists have been charging that there was a "conspiracy of silence" against them in the matter of the referendum over their proposal to prohibit cruiser building. By the most audacious stratagem, namely, the abduction of a Socialist speaker due to broadcast from a Berlin station, and the substitution of a Communist deputy, we are told, they exploded the so-called conspiracy of silence, and under the very nose of authority, harangued the great wireless audience for fifteen minutes about Communism in general and the referendum in particular. As related by the Berlin correspondent of the London *Times*, this comedy-drama happened as follows:



THE SPOOK IN THE BERLIN "VOX HOUSE"

"And all the while the broadcasting officials were asleep."

—*Hamburger Nachrichten.*

"At 7:30 on Saturday evening, listeners heard the announcer introduce, true to the program, 'Herr Wolfgang Schwarz,' whose theme was to be 'Is Peace Really Possible?' Herr Schwarz belongs to the staff of *Vorwärts*, the organ of the Socialist party, and is its mouthpiece in the incessant warfare with the Communists. There followed, instead of a gentle academic discussion, a violent diatribe, delivered in the harsh and ranting tones of the revolutionary orator, which listeners—among them your correspondent—heard with growing astonishment.

"The next act in the comedy followed two hours later, when the program was interrupted for 'a special announcement,' read in rather subdued tones, and running approximately as follows:

"'Herr Schwarz, who should have addrest you at 7:30, was offered by telephone, at about 6:45 P. M., a car to bring him to the studio. He accepted, and a closed car, with three occupants, called for him. Once in it he was threatened with revolvers, told that he would not be allowed to broadcast, and driven to Gross Ziethen [an outlying southern suburb of Berlin], where he was put down. Meanwhile an unknown man presented himself here as Herr Schwarz and was allowed to broadcast. The announcer being busy at the telephone, the fraud was not remarked until the close of the address. The Berlin station has taken steps to prevent the occurrence of a similar incident.'

"The *Rote Fahne* [a Communist organ], under the heading 'Communists occupy the wireless,' fills in the gaps in this narrative. The mysterious speaker was Herr Karl Schulz, a member of the Prussian Landtag. 'The decision to create freedom of speech' was taken because of the 'conspiracy of silence' on the part of the Socialist and 'bourgeois' press, which was withholding from its readers all news of the referendum. Herr Schulz was chosen for the chief part as a leading organizer of the referendum, and Herr Schwarz for that of the victim, because he wrote for the Socialist *Vorwärts*, 'the enemy of the referendum and the workers.'

"The press criticizes in strong terms the system which enabled such a hoax to succeed. The broadcasting authorities state that the official whose duty it was to listen to addresses and disconnect speakers breaking the rules of broadcasting was kept busy on the telephone during Herr Schulz's speech. This was presumably also arranged by the Communists. The official concerned has been suspended."

The kidnaped Socialist, Schwarz, gives his version of his misadventure in the Socialist Berlin *Vorwärts* in the following words that have all the quality of drama:

"At 6:30 I was called up at my home by the Radio Hour A. G., and was told that inasmuch as an auto would be in my neighborhood, it would call for me to take me to the studio. Because the trip to the city is a long one, I accepted the offer. Shortly afterward, at a quarter to seven, a six-passenger car appeared which bore a sign on the side, 'Guest Car of the Berlin Radio Hour, A. G.' A second private car accompanied the first. The occupants of the car who introduced themselves to me, altho I could not understand their names, told me that they had been out with the car on business. I took my place on the back seat with one of the occupants at my side, and, as it afterward developed, so that he could point a revolver at me. He was the type of the coffee-house writer with an Austrian accent, fairly tall, with a large nose, dark hair, clean-shaven, wore a dark suit and soft collar.

"The second person was a youth early in the twenties, of the apprentice type, in a light spring coat. I could not distinguish the third person for he constantly looked ahead. Later I saw that he had the face of a person who was spiritually ill at ease, who looked at me with bitterness. He had watery eyes, was drest in working clothes, with an overcoat and a stiff hat. A conversation ensued in which he said that he was employed in the technical department of the broadcasting system and that he had been making attempts to broadcast conversations from flying-machines.

"It was difficult for me to see outside, for the side-curtains were down. The conversation also touched upon the series of speeches on the problems of peace which was to begin in the Berlin radio that evening. They made mention of one of my articles, 'War, Peace, and Capitalism,' which had appeared in *Gesellschaft*. Then they discust the building of the warship and the referendum. I declared that the referendum would fail just as the one concerning the confiscation of royal property had failed. At the conclusion of my statement, they jumped up and cried out in consternation: 'But it must not fail.'

"The chauffeur had taken the wrong direction a number of times and on one occasion had got out of the car to inquire about the way. I recognized a railroad crossing and realized that we were far away from our destination.

"At this moment the man at my right and the man in front of me drew out their revolvers and declared that I was the victim of a political abduction. With their revolvers constantly drawn, we drove about for an hour. I was told that another person had taken my place at the microphone. They said further that they would have preferred kidnaping Chancellor Herman Mueller. They did not seem to realize how exceedingly ridiculous it was to attempt to reorganize society by means of such methods. They decided to let me out in the vicinity of Britz. At the end of an hour they allowed me to leave the car. It was near Gross-Ziethen.

"My adventure was at an end."

A bitter critic of the Berlin broadcasting system through whose carelessness the substitution of a speaker was made possible is the *Vorwärts*, which alleges that not only did the broadcasting company make no effort to interrupt the spurious speech, but, what is more, it made the following announcement immediately upon the conclusion of the counterfeit speech: "The speech of Herr Wolfgang Schwarz on the Problems of Peace is now concluded, until we 'hear' again at eight o'clock." In the twenty minutes that followed immediately after the coup and until the regular program was carried on, no announcement was made to the radio audience as to what had taken place.

Copyright by Publishers Photo Service

WHERE THE ART OF CONVERSATION STILL FLOURISHES

Indian coolies, the chief body of labor in India, are said to have a natural and highly artistic gift as talkers and story-tellers.

THE ART OF TALKING IN INDIA

TALKING MOVIES MAY MEAN a revolution in the cinema world, but it is held that they can not alter the fact that this is an age of no conversation, at least in this western world. But in India, it seems, such is not the case. As noted by one as far away as Calcutta, the reason there is no conversation now is that conversation takes time, and he adds that the decay of talking runs parallel with the decay of walking. In this hurried age, he declares in the Calcutta *Statesman*, neither is done for the sheer love of it, and men walk because they must, because doctors order exercise, or poverty demands it, or sometimes a love of notoriety inspires it. Similarly, he tells us, men talk because they must, the daily needs require it, political aspirations benefit by it, and telephone calls insist on it. But we do not exchange visits merely to talk, and just for the sheer delight of conversation, and he continues:

"But in the East the habit of conversation still flourishes, both for the concealment of thought and as an enjoyable pastime. Among the higher classes in India polite conversation is a fine art, taught early in life, and diligently practised. Even the callow student who flounders at his lessons knows how to converse when brought up before the judgment of his peers—and betters, like grandmother and aunts. The art of speech flourishes, too, among the common people, as it must in illiterate communities which receive their lore orally. The poorest coolies can tell a tale with splendidly dramatic touches and, what is harder, can give plain directions to the wayfarer which are thoroughly reliable if long-winded—'Go straight on, you will find a bunnia's shop, leave that and go on; then you will see a police *chowki*, turn to your right hand and go on. You will find a bunnia's shop'—and so forth *da capo* and *ad infinitum*. This may not be exactly polite conversation, but it is plain and hits the mark, and so is good speech."

It is popularly supposed, we read then, that the laboring classes of India speak of nothing but pice, a mean coin, tho not without commercial value. [Pice are worth about three-fourths of an American cent.] Yet pice, after all, it is argued, are interesting enough as a topic of conversation, for wonderful things can be done with them. But, enthralling as the subject may be, it does not absorb all the interest of the Indian coolie, and this informant goes on to say:

"In spite of apparent apathy outside happenings very frequently make their impression on him, and lose nothing in the after-telling. Moreover every Indian has a mind well stored with folk-tales, legends, anecdotes, and old wives' fables, memorized of old by women who have no other intellectual exercise. Sage duennas in the households of potentates and rich men are the repositories of such tales, and in village life picked old women of some intelligence are the storehouses of folk-tales. Story-telling is not exactly conversation, but it is a good training and foundation for the gentle art. We find anecdotage boresome, but it would not be so if we were trained to tell stories. The embroidery of facts is only understood thoroughly in the East. Some of our best story-tellers have comprehended its use, but it is not current in ordinary talk. An embroiderer is looked upon with suspicion by the European, not as an acquisition to the community, as he is accounted in India."

A CONGRESS FOR ABUSED HUSBANDS—A movement to fight the tyranny of women over men is seen in the call issued for an International Congress for Wronged Husbands by Herr Hoeberth, President of the Viennese League for the Rights of Men. Some amusing comment has been inspired by the announcement of the President of this league, and certain journals express very little hope for the success of his crusade. One such skeptic is the Toronto *Mail and Empire*, which observes:

"The object of the congress is said to be to initiate a movement all over the world for combating the tyranny created by civilization in favor of women. One of these little tyrants is alimony for the wife, which Herr Hoeberth thinks should be abolished. He bases his argument on moral grounds, but a cash basis would be equally plausible. Why should a man be compelled to contribute to the support of his wife when for any reason he wants to get rid of her? If alimony is retained, men, he says, should find in divorce or in separation the same protection which women seek from brutal husbands. Brutal wives we seldom hear of, especially in Vienna, where the women are said to be the most beautiful in the world. There was a case in England where a very large husband was frequently beaten by a very little wife. When his friends sympathized with him he replied:

"'It pleases she and it don't hurt I.' We doubt if this congress will make much progress in combating the tyranny created by civilization in favor of women. Rather the words of the Irish poet are more likely to prevail: 'Disguise our bondage as we will, 'Tis woman, woman rules us still.'"

JOHN BULL'S LOSSES IN SOUTH AMERICA

TRIUMPHANT BRITISH ENTERPRISE in South America, to say nothing of German commercial success in the Latin-American countries, it is recalled, was in prewar days a constant reminder in some sections of the press of the remissness of United States business concerns in those regions and a challenge to awaken their endeavor. But in the after-war years not so much is heard of British and German trade prowess in South America. Nevertheless, it is admitted by some English observers that despite Germany's war losses of a financial and industrial nature, her business men have been able to compass great operations by combining with firms of mixed Franco-Belgian parentage. So the British are urging British interests to realize that it is a fallacy to think "trade follows the flag," and it is important to keep in mind that trade, like water, tends to sink to its own level. For instance, remarks W. S. Barclay in the London *Sunday Times*, young Englishmen do not flock to the forests of British Guiana, but apparently prefer the pampas of Argentina or the nitrate deserts of Chile, and this informant proceeds as follows:

> "Another theory is that trade follows the investor. This was enthusiastically endorsed by speakers at the National Foreign Trade Council, in the United States, last April, as follows:
>
> "'British trade has reaped the benefit of British enterprise, backed by the pound-sterling investor. Experience has shown that commerce nowadays flows to that country which can foresee the opportunities, and at the same time furnish the credits which will bring them into being. The United States, armed with the greatest share of the world's wealth any single country ever held, must do its share in the creation of new customers in these new areas to the south.'
>
> "An optimistic lender, no less than spender, Uncle Sam is entitled to his opinion. John Bull, with his hands plunged deep in his pockets—those same pockets from which he has drawn over £1,000 millions sterling to build up South America, in the not distant years, when the United States itself was still a borrower, is equally entitled to certain doubts. His banking memory is longer and more varied. How was it, in spite of continual budget deficits, that Germany was able before the war to control the valuable coffee crop of Brazil? By using her brains, and by borrowing the money in England which she sent to her buyers on the spot. How is it that to-day the enormous wheat and maize harvests of Argentina, aggregating many millions of tons in a single season, are admittedly in the hands of two international firms of mixed Franco-Belgian-German parentage?"

So reflecting, Mr. Barclay finds the problem of keeping and increasing British trade with South America not so simple as it seemed at first sight. Probably the true solution does not lie in one factor only, he thinks, and adds:

> "We need well-trained representatives, stout-hearted investors; traders who know when to be cautious and when bold; men shrewd and far-seeing to plan development, thrifty and efficient in maintenance; above all, fair dealing, patience, friendliness. There have been bad patches in the past; others are surely in store. Still, as on a rising tide, each wave of advancement carries the Southern Republics, unevenly but surely, to points from which they never thereafter recede; each fresh halt and slight retrogression but a prelude to the next inevitable rise. Looking back along the decades that pass so quickly, we can see the process more clearly. To paraphrase Pierpont Morgan's famous dictum on the United States, 'In the long run it pays to be a bull on South America.'"

By way of practical action toward the encouragement of British trade progress with South America, he makes mention of a London organization, the Regent's Street Polytechnic, which is offering a series of lectures dealing with the economic resources of the various South American countries and delivered by their official representatives. The advantages of this arrangement are obvious, in the opinion of this informant, who tells us that the first series covers Peru, Argentina, Chile, Colombia, Brazil, Ecuador, and Venezuela.

Another British admission of how Great Britain's trade with South America has lagged since the Great War is made by W. A. Hirst in the London *Quarterly Review*. According to him, Germany has temporarily "dropt out of the race" for Latin-American trade, while the United States has stept into the position of Great Britain. America did not enter the war until the latter part of the third year, Mr. Hirst recalls, and previously had been "amassing enormous wealth by supplying the belligerents with munitions." More important still to this observer is the fact that as one result of the war America became a creditor country and that at the close of hostilities nearly all the combatants were deeply in her debt. We read then:

> "Before 1914 her invested capital in Latin America was comparatively small; but in ten years she increased it by eight hundred millions sterling, and, of course, during the war had enjoyed practically a free hand in consolidating her trade policy among the Latin-American republics.
>
> "The following table of statistics, detailing the value of the goods sent to the four chief republics by Great Britain and the United States respectively, show the catastrophic alteration tnat has resulted:

In 1912 Great Britain sent to Argentina	£23,783,845
In 1912 the United States sent to Argentina	11,823,390
In 1926 Great Britain sent to Argentina	23,649,710
In 1926 the United States sent to Argentina	28,145,000
In 1912 Breat Britain sent to Brazil	12,657,830
In 1912 the United States sent to Brazil	9,899,000
In 1925 Great Britain sent to Brazil	18,770,205
In 1925 the United States sent to Brazil	20,771,604
In 1912 Great Britain sent to Chile	6,159,159
In 1912 the United States sent to Chile	3,520,000
In 1926 Great Britain sent to Chile	5,944,886
In 1926 the United States sent to Chile	9,280,000
In 1912 Great Britain sent to Peru	2,517,308
In 1912 the United States sent to Peru	2,032,577
In 1925 Great Britain sent to Peru	3,446,418
In 1925 the United States sent to Peru	7,068,593

> "The figures are equally emphatic in the cases of the smaller republics. In 1904 we exported to Venezuela about 12 per cent. more than did the United States. Now the value of goods sent thither by the States is quite three times as great as that which we contribute. Similarly, we were well ahead of them in the Colombian market, but now our rival nearly doubles us. Perhaps, however, it is in Uruguay that the change is most marked. In 1911 we sent to that country nearly three millions sterling to the United States' one. Now we send somewhat less than in 1911, while the United States export four millions sterling."

Mr. Hirst goes on to say that the British have to deplore their neglect of the "wider strategy" in trade—the intercourse of the mind, the sympathy of ideals, and the reciprocal knowledge of the best thought in the associating countries, and he adds:

> "Herein we have fallen short of France and the United States; and it is time that we removed this handicap. In what might be called the tactics of trade there are several lessons which have not been perfectly learned. For foreign markets manufacturers should learn that cheapness is one of the main attractions. A Consular Report of Bolivia remarks: 'If the price is dearer, the argument of better quality does not appeal to countries west of the Andes.' British manufacturers have a long-standing reputation for the high quality and durability of their goods; but, in dealing with a market like the South American, they must get rid of the old-fashioned idea that customers want articles which will last a great length of time. The people, who mostly have a small command of money, are attracted by merchandise that is cheap and showy; they do not want to keep the same article long, preferring to replace it by another cheap one, and enjoying variety and change. Such a point as this any intelligent commercial traveler ought to be able to discover and report.
>
> "Rapidity of execution and punctuality are, of course, important. We hear from Peru that one circumstance against which our merchants have to contend is the 'rapidity with which the United States respond to applications for quotations, and also the promptness with which orders are filled. The difficulty experienced in this market according to complaints submitted is to get British manufacturers to take any interest in this market at all.'"

SCIENCE AND INVENTION

A JOB-FAMINE IN SIGHT FOR THE "BEST MINDS"

THE WORK OF THE WORLD is fast becoming organized in such a way that it can be done by the abilities and intellects of the lower grades. What, then, is to be done with men of the highest grade? They must go jobless, decides Prof. Walter B. Pitkin of the department of journalism in Columbia University, New York. In his new book, "The Twilight of the American Mind" (Simon and Schuster), he predicts a barren future for our intellectual aristocracy. After exhaustively calculating the chances for "Best Minds" to find adequate employment, he predicts an impending crisis, due to a jobless intellectual proletariat 1,000,000 strong, and he asserts that eugenists who would increase the number of such minds are simply making matters worse. Professor Pitkin states two propositions regarding modern industrial organization and the work of the "Best Minds":

Photograph by Underwood & Underwood

NOT ROOM ENOUGH AT TOP

Our "BEST MINDS" will soon find they are not wanted, says Prof. Walter B. Pitkin of Columbia University.

"The first proposition underlies our entire money and profit system. If you reject it, you also reject by implication the entire economic order out of which and upon which *twentieth-century commercial prosperity* has grown. It is a double-barreled proposition, half of it applying to machines and the other half to men. Here it is, stript to its naked truth:

"'Give as much work as possible to machines and to system. Give as little as possible to men.'

"'Never give to any man work which another man of less ability can do equally well, so far as the finished product is concerned.'

"The first half of this was realized and adopted many years ago. But it is only in the last two decades that industrialists have attained full insight into the second half. It reverses all the doctrines of the sages and philosophers. They have urged that we should find the best possible man for each and every job; and they construed this as meaning that all workingmen ought to have the best possible native ability and education. Now we see that the best man for a job is he who is barely adequate to it.

"The second proposition comes from modern psychology. It is the cornerstone of the new personnel management as well as of psychiatry. And, like the first proposition, it is double-barreled. It runs thus:

"'A man who finds no adequate outlet for his strongest native capacities and for his special abilities is blocked, thwarted, and eventually upset. He may become neurotic or simply apathetic or savagely rebellious. And he causes trouble to himself and to others until set right.

"'There are two kinds of such maladjustment. One arises from undertaking work which exceeds one's capacities and abilities. The other arises from work which falls far short of the latter. The first usually causes overstrain, worry, and eventual collapse of some kind. The second causes irritation, anger, rebellion, and a tendency to quit the job suddenly; or, in another type of person, it causes unpleasant reverie which often becomes a sort of hysterical brooding over real or fancied troubles.'

"The industrialists are correct as to the first proposition. The psychologists are correct as to the second one. And the effects of the two in conjunction seem disastrous to our Best Minds."

In Professor Pitkin's book, says Ruth Millard, discussing it in the New York *World*, "Best Minds" are defined as the best one per cent. of the entire population. They are the class who surpass ninety-nine out of every one hundred adults in their mental abilities which are fostered and favored by our schools and colleges.

The Best Mind is distinguished by its curiosity about the nature of things, its ability to attain high marks in class work, an early fondness for reading and skill in dealing with problems that involve all these abilities. In intelligence tests it shows an intelligence quotient of 130. In Professor Pitkin's own words:

"To-day we have on the lists some 613,800 adults whose I. Q. equals or exceeds 130 and for whom some work must be found which makes effective the use of their mental powers. Unfortunately, we also have another 613,800 of the Second Best Minds whose I. Q. scores between 128 and 130. As we shall soon see, these willing workers are as well fitted for thousands of jobs as the Best Minds are. Likewise, in a slightly less degree, with the Third Best Minds, who constitute the third best in a hundred. Before we finish, we shall find ourselves in the embarrassing position of having to find high-quality intellectual work for more than 1,800,000 adults."

Professor Pitkin then analyzes the opportunities offered in executive and managerial positions, and in the higher lines of industrial activity, and points out:

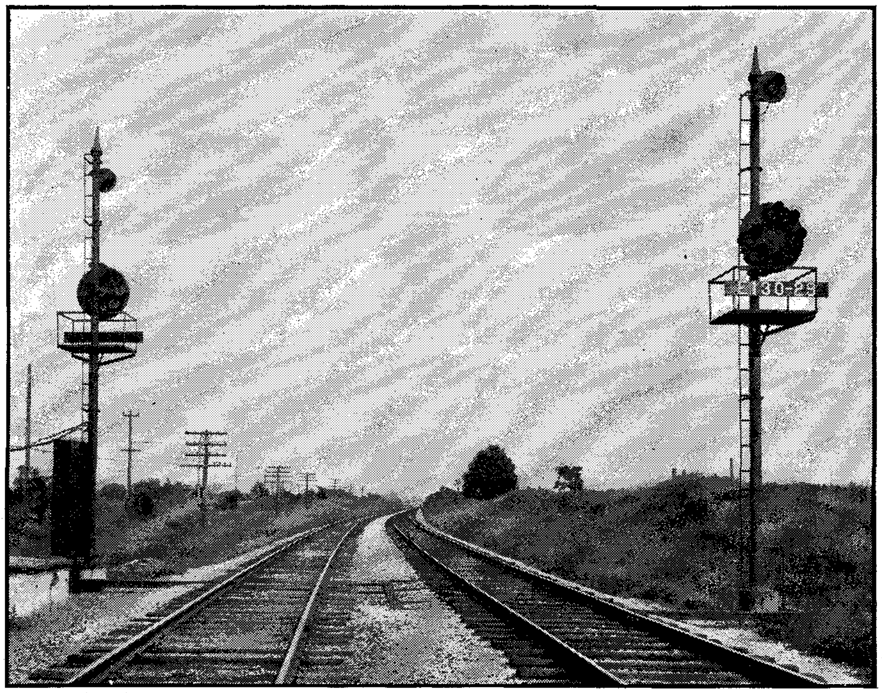
"Almost any one of the Second Best and the Third Best Minds possesses far more mere intelligence than is needed in industrial fields. But the situation reaches its depth of gloom when you discover that THE WHOLE MODERN TREND IN INDUSTRIALISM IS TOWARD HIGHER AND MORE EFFICIENT ORGANIZATION IN WHICH THE RELATIVE NUMBER OF SUPERIOR INTELLIGENCES MUST STEADILY DWINDLE.

"In the greatest industrial unit of all history, Henry Ford's world-wide chain of factories, mills and offices, 95 per cent. of all workers are taught in a single day how to run their machines and handle tools. About 5 per cent. are skilled craftsmen, such as tool-makers, inspectors, mechanical engineers, or designers. How many Best Minds are required? Certainly not more than .01 per cent. of the total pay-roll. For every 10,000 workers Henry Ford may need one superior person, the best mind in a hundred. A billion-dollar business and 150,000 workers managed by a dozen or fifteen Best Minds!

"This is the inevitable trend in business and industry. For what organization of man power can do in one field it can do, with minor variations, in most other fields. Genius may devise the first organization that accomplishes these miracles; but any mediocre mind with plenty of energy and cash at its disposal can copy the structure and procedure of the original scheme and, with considerable success, apply it to almost anything.

"To be sure, no such ratio as that which Ford has worked out can be attained generally. But suppose that the average *ratio for all manufacturing were only one-tenth that of Ford's.* This would mean a Best Mind for every 1,000 workers in all manufacturing lines. We have nearly 9,000,000 factory workers; so these would all be run by only 9,000 superior intelligences! It is not wildly improbable that some such ratio will be attained a century hence.

"Year by year intelligent management of factories and commercial enterprises accomplishes more and more fully three things: it leads to the consolidation of more and more factories or stores under a central management; it increases the number of workers per factory; and it increases the output of each worker. To-day nearly 25,000 factories are being run from 5,838 central offices. The number of workers per factory is 40 per cent. larger than in 1900. And, as everybody knows, the increased output of the American factory workers amazes Europe. No matter what it is—coal, copper, iron, auto parts, shoes, stockings, hats, anything—the worker's individual yield swells and swells, with the passing of the years. Hence fewer workers are needed to supply every thousand consumers."



Courtesy of *Popular Science Monthly* (New York)

SIGNAL LIGHTS "VISIBLE IN BRIGHTEST SUNSHINE"

Make the railway line "a fairyland of blinking color flashes."

Professor Pitkin finds only 2,000 jobs for Best Minds in transportation, 4,000 in banking, 15,000 in engineering, and even fewer in journalism, medicine, and elsewhere. Taking the intelligence classes singly, the professor lists thus the disproportion existing now between available persons and adequate work:

Main Classes	*Gross*	*Gross number of opportunities*	*Persons lacking adequate opportunities*
Highest, 1 per cent.	613,800	175,000	438,800
Next highest, 4 per cent.	2,455,200	1,550,000	905,200
Next highest, 10 per cent.	6,138,000	2,500,000	3,638,000
Total highest, 15 per cent.	9,207,000	4,225,000	4,982,000

His disheartening conclusion is:

"The evilest phase of this situation, however, lies in the maladjustment of the upper 1 per cent. and the next 4 per cent., with the Best Minds suffering relatively much more than any other single group. Of the truly superior men and women in intellectual activities, we have 1,344,000 jobless, and not the slightest hope of finding new opportunities for them.

"As education becomes more scientific and teachers more competent, a steadily increasing number of people will be trained up to the limit of their native capacities. They will be able to perform mental tasks which now, under an imperfect educational technique, have to be handled by people of much higher native intelligence who rely on their own wits rather than on special training. In the long run, then, the range of opportunities for the Best Minds will be narrowed still further by the upward training of the Second, Third, Fourth and Fifth Best Minds."

Now, asks Professor Pitkin, "what is the normal adequate outlet for the superior mind?" He replies:

"It happens to be the real world. Nothing more, nothing less. The brain of man has evolved as a device for dealings with all the things and forces and affairs which surround the thinker. Its very nature, as it now exists, has been determined selectively for millions of years by its practical functions. Function precedes form and determines form. Use makes us what we are. And the only continual and universal use of a mind is to get along in the world of sticks and stones, robbers and saints, bacteria and ballyhoo. Not one mind in a million is so constituted that it can work naturally and joyously in the vacuum of 'pure ideas.' As James Harvey Robinson has remarked, the wonder is that, in the course of evolution, any human type ever arose with an interest in merely discovering the truth about things.

"In the era of the New Leisure, how will the intellectually unemployed manage to deal with the real world? How can they escape the sterile years of metaphysicians and logic-choppers? With office doors closed in their faces and with no funds for private laboratories, will they endure being invited to sit around and think, twiddling their thumbs in the quiet of a Utopia? Will they love this land of the Lotos-Eaters, where slumber is more sweet than toil? Will they

'. . . . live and lie reclined
On the hills like Gods together, careless of mankind?'

"Not if they are truly Best Minds! For they must scan and plan and do, never content with 'tales of little meaning, tho the words are strong.' Better a world less good and busier! Better a sea of troubles than a desert of ease! Better the burning dust of tired noons than the Twilight of the Best Minds! But who shall deliver them? And how?"

SEEING SIGNAL LAMPS BY DAYLIGHT

DIFFERENT KINDS OF RAILWAY SIGNALS for day and night use are no longer necessary. Electric lights may now be used in brightest daylight, by employing great intensity, color, and the grouping of lamps in conjunction to make sure that their meaning shall not be misunderstood, says Charles Adler, writing in *Popular Science Monthly* (New York):

"A fairyland of blinking color flashes—that is the fifty-mile stretch of track between Attica Junction and Deshler, Ohio, where the Baltimore and Ohio Railroad has just installed the latest in railway-signal systems. Vertical bands of green light speed fast expresses on their way. Slanting lines of amber counsel caution, and red crossbars halt puffing locals.

"These new 'color-position-light' signals, electric-lighted warnings, visible in brightest sunshine and darkest night, are intended to remove forever the possibility that an engineer may mistake their meaning. They represent the latest step in the safe control and dispatch of trains by visible indicators.

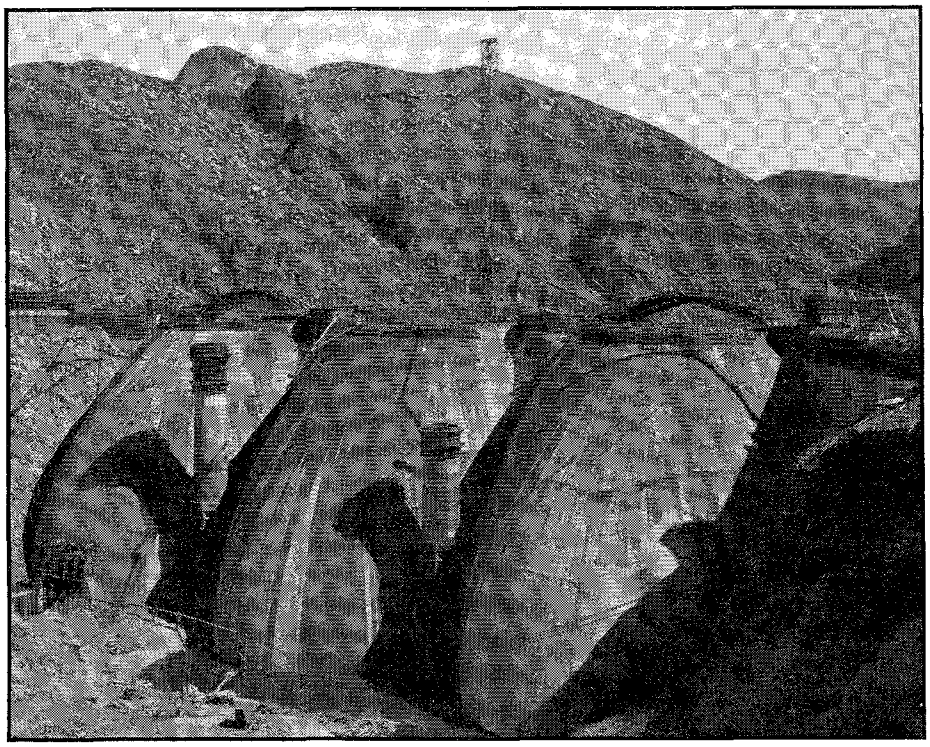
"When hand-operated semaphore signals with painted, moving arms, mounted upon a tower, were introduced in 1841, they were regarded as a tremendous step forward for safety. But they were unsuited to control the fast through trains of to-day, where a signal operator's failure might cause a frightful wreck. Automatic block signals, now used on all but a few local and suburban lines, removed the menace of the careless signalman, and made the signal system practically infallible. But can the engineer of a train see the signals?

"Strong colored electric lights with powerful reflectors, tried out on several roads, have proved to be visible by day and night, and dispense entirely with the moving semaphore arm.

"Meanwhile the Pennsylvania Railroad has devised another ingenious substitute for moving semaphores. Rows of powerful amber lights arranged on a black circular background replace the swinging arm, and may be flashed on in different groups, giving this type its name of 'position-light' signal. Three lamps in a horizontal row mean 'danger' when illuminated, corresponding to the 'danger' position of the older semaphore. Lighting three lamps in a vertical row signals 'clear,' and a slanting row of lamps designates caution."

THE FIRST MULTIPLE-DOME DAM

A GROUP OF DOME-SHAPED structures, looking rather like huge beehives, or gigantic Mexican outdoor ovens, forms the newly completed Coolidge dam across the Gila River, in Arizona. No dam like this was ever built before, and engineering details had to be worked out by pioneer methods. The story of its construction is told in *The Engineering News-Record* (New York), and altho most of the details are too technical to have meaning for the ordinary reader, our excerpts below give an idea of their difficulty, and the picture speaks more plainly than words. Says the *News-Record:*



Illustrations by courtesy of *The Engineering News-Record* (New York)

NOT HUGE BEEHIVES OR OVENS—BUT THE FIRST MULTIPLE-DOME DAM

A view from up-stream during construction.

"Unique problems in concrete forming were solved with notable success in the construction of the Coolidge multiple-dome dam now being completed on the Gila River in Arizona. Despite the lack of precedent and the consequent necessity for pioneering, domes which involved curves in both horizontal and vertical planes were built true to design with smoothly finished surfaces by specially developed flexible form panels used practically without change throughout the job.

"Either by panels or trusses, successive tiers of forms were supported on parts of the work completed previously, so that the structure was at all times self-supporting without scaffolding of any sort. A record for government work is claimed in that the job was completed about nine months ahead of schedule.

"The dam site is about 120 miles by road from Phoenix, Arizona, the nearest large city, and 8 miles from the nearest rail point, whence materials and supplies were trucked to the job. At times there were 555 operatives on the job with about 650 men in camp.

"The buttresses offered no unusual construction problem. However, the speed with which the dam was built—and, in fact, the success of the construction plan as a whole—hinged on the problem of concrete forms for the domes. This problem was worked out on the basis of making the entire structure self-supporting, using flexible panel forms to shape the curves. By first building up in separate pours that portion of each arch element next to the buttresses, the later pours were arched across shorter spans. In each arch element of the dome the last pour came at the crown, with the haunches well set and the construction joint between pours well out in that portion of the arch under compression, lessening the danger of cracking.

"Up to a level within twenty feet of the top all concrete in domes and buttresses was formed with 4x8-foot wood panels. Their construction was such that they could be quickly shaped to the varying warp of the surface in the domes and yet could be held in place firmly enough to secure a continuous and perfect curve. The secret of success in this was a panel made so flexible that it could be warped easily.

"These panels, which were used repeatedly on dome curves of different radii, consisted of three rectangular frames held together by a facing of boards. By making bevel cuts on the sides of the studs, the panel was made flexible and could be deflected as much as necessary to fit the varying curves of the dome surface.

"The twenty-foot highway across the top of the dam is carried over the three domes by concrete arches.

"Because of the high temperatures and the extreme aridity of the air, it was found desirable to wet down the wood forms with a hose twice daily regardless of how long the forms were to stand before pouring. In the absence of this frequent wetting, boards would dry, warp and crack.

"To insure a pleasing finish free from form marks on the up-stream faces of the domes, and as an additional precaution against leakage, a coating of gunite was put on some time after the forms were stript. Embedded in this gunite is a layer of wire mesh."

BURNING THE WOODS PURPOSELY

FOREST FIRES, which the forestry authorities are doing their best to stop, are actually started on purpose in some Southern States, where the notion prevails that such destruction is beneficial. Says *The Southern Lumberman* (Nashville):

"Lumbermen throughout the States of Mississippi, Georgia, and Florida should eagerly cooperate with the Forestry Departments in those States which, acting in cooperation with the American Forestry Association, have just launched a three-year educational campaign to discourage the destructive habit of burning the woods which is so prevalent throughout the South.

"It is surprizing to what an extent the rural population of the Southern States is wedded to the idea of burning the woods at regular intervals. They have been brought up to believe that such practise improves the grazing, and results in other benefits, and it is an exceedingly difficult matter to disabuse their minds of their misinformation on this subject. Most of the Southern States have stringent laws against burning the woods. In fact, it will be found that the very earliest lawmaking bodies in these States recognized this as an evil, and enacted laws to prevent it. Such laws, however, are difficult of enforcement, and particularly so when the people affected regard such regulations as restrictive of their personal rights and detrimental to their welfare.

"Education is the only effective way in which to attack this problem, and the campaign now under way, backed with a fund of $150,000, should go a long way toward teaching the people the truth in this connection. Commenting on this activity a recent editorial in *American Forests* said: 'It is no easy task, but the rewards will be proportionate to its difficulty. The Southern pines are among the best timber trees in the world. Nowhere are there better forest-producing soils than in the great "piney woods" region; nowhere is forest reproduction more prolific; nowhere is timber growing more vitally important to the building up of rural prosperity. Yet nowhere is the vice of woods-burning more deeply ingrained in prejudice, superstition, and ignorance.'

"On account of its climatic and other natural advantages, the South should be the country's great reservoir of timber for all time to come. It can not, however, achieve its proper destiny as long as the people burn the woods. If the proper public consciousness of this evil can be stimulated by the educational program now under way, it will be one of the greatest things for the Southern lumber industry that has ever been accomplished."

MAKING MEDICINES TASTE BETTER

MEDICINES ARE, UNFORTUNATELY, RARELY pleasant to take, and to make them taste better by adding flavoring extracts is no small part of the art of pharmacy, we are told by B. H. Smith, writing in *Drug Markets* (New York). In many therapeutic agents, Mr. Smith says, the taste is an important part of the preparation. A bitter principle may promote the flow of the digestive secretions, and this is largely the value of the bitter tonics. He proceeds:

"So the study of the palatability of pharmaceutical preparations is an art that has gradually developed, essentially from practical results obtained, which may have no relation to the scientific method. F. W. Heyl writes: 'This is what they had chiefly in mind when they defined pharmacy as the art of compounding medicine! One of the chief purposes of the scientific department is to see to it that in the pharmaceutical manipulation made to increase palatability the therapeutic strength is not lost.'

"Granting that the remedial proportions of the medicine remain intact, anything that can be done to ameliorate or improve an obnoxious or unpalatable flavor is a blessing to the sick and an end to be desired.

"When I was a small boy, our family was laid low by an epidemic of grippe, and a 'practical' nurse of the old-fashioned school, strong in good works and determination, came to the rescue. Supplementing the physician's prescriptions, they compounded for me, without the help of the pharmacist's art, an alleged onion sirup. The brew of herbs and onions was concentrated to sticky consistency. It was of vile odor, and of a flavor revolting beyond description. Being in a weakened condition, I was coerced into taking a dose now and then—for a financial consideration—and as microorganisms could not live in the same corpus, the period of convalescence was brief.

"It was some years before the sight of an onion did not produce a shudder, but the experience helped to develop a resolution to prevent the abuse, when possible, of the sense of taste.

"The elementary tastes are sweet, bitter, acid, and saline. Sweet is most keenly sensed at the tip of the tongue, bitter at the base, and salines at the sides of the tongue. Flavors are largely compounds, and most of them contain volatile or aromatic bodies, so that the combined faculties of taste and smell are usually classified as taste.

"The addition of a pleasant volatile character to a pharmaceutical which is simply bitter or saline may be of assistance. It helps spread the tasting area, and neutralizes the local intensity of the physiological effect of the medicine. Wine is valuable for the purpose. Also a trace of vinegar, if the acid is not objectionable. Otherwise a very dilute solution of acetic ether or blend of flavoring esters. Essense of limes, of orange, or even rose or violet, may sometimes be used to advantage.

"In offsetting bitterness a sweetening agent is generally helpful. Licorice is especially useful, doubtless because of the sweet character of its glucosid. Sugar and saccharin are both much used for the purpose. For quinin, yerba santa is of particular value; also sarsaparilla, and the 'bright' flavors such as tincture of cardamon, and the compound spirit of orange.

"With salines a little sweet may help, but much is objectionable. Each salt must be studied by itself. Lemon is particularly useful with Epsom salts, and vanillin, essence of almond or fruity flavors are used. Of the fruits, pineapple is good, as it blends with everything.

"For astringents, sugar or glycerin and spicy flavors can be used to advantage. Cinnamon is most popular for flavoring astringents, and blends of cinnamon, clove, and pimenta are recommended.

"To mask the flavor of cod-liver oil, use blends of the essential oils. Cinnamon or wintergreen or cinnamon with other oils, such as clove, mace, cardamon, fennel, coriander have been suggested. Coriander is especially valuable as a blender with other oils. Coco and chocolate have proven very effective in disguising cod-liver oil preparations.

"Orange and lemon are recommended frequently for improving flavors, but vanilla, the most popular of food flavors, is seldom used with drugs.

"For toothpastes with a soapy base, a blend of strong flavors is required, such as menthol, peppermint, spearmint, and anise.

"In masking the taste of medicinal preparations it is well to remember that certain flavors have precisely the opposite effect: as, for example, oil of celery emphasizes the fishy flavor of cod-liver oil.

"A large percentage of medicine is taken in the form of tablets, and aromatic tablets are highly flavored. Here the essential oils are sprayed on the tablets, which contain enough starch so that the oil is readily absorbed."

THE DEATH OF THE SUN

WE HAVE ACCUSTOMED OURSELVES to the idea of a slowly dying sun, growing less and less brilliant and less warm through countless ages to come. But if Charles Nordmann's interpretation of some recent physical theories are correct, the sun is already old. Like a hale old man, it retains much of its vitality, but when it does die, it will go all at once, just as the man does. Its light and heat will vanish like those of a bulb when the switch is prest, and the world will be left in cold and darkness. This prospect, which may be realized to-morrow, so far as Mr. Nordmann knows, he sets before us in an article entitled, "The Sun Will End Suddenly," contributed to *Le Matin* (Paris). He writes:

"'Nature makes no leaps,' says the adage. Coming to us from the Latin, this means that in nature everything goes on by insensible gradations—by continuous, uninterrupted movement. Scientists have long believed that this is, in fact, the great law of natural phenomena. The nineteenth century was penetrated through and through with this idea; in physical phenomena, in particular, as in those of living nature; in the evolution of stars as in the forces that little by little level and model the face of the earth and in those that control the succession of animal species.

"There was, to be sure, a certain Cuvier who, contrary to the Darwinians and Lamarckians, asserted that animal transformations might sometimes take place in an almost catastrophic fashion, and not slowly at all. But Cuvier was no 'transformist,' and that was enough, it was thought, to nullify his ideas on this point. There was also, more recently, a certain Dutch botanist named De Vries, who was a thorough transformist and who discovered that changes in certain plants took place by 'brusk mutation.'

"But these facts made little impression on the arrogant and tyrannical system that forbade nature to 'make leaps,' and to proceed otherwise than by slow movements.

"Ah, well! These people have had to back down since physicists have recently found that the phenomenon once considered as the very type of continuity—the emission of light—is really quite discontinuous. We know now that each light-ray arises when an electron—one of the tiny planets that revolve about the center of the atom—suddenly jumps from one orbit to another. Altho the light emitted by an incandescent body appears to us homogeneous and continuous, this is because of the grossness of our senses, and because what takes place occurs simultaneously in a very great number of different atoms.

"Because subjected to the action of the heat and the shocks that thus tear away their various electrons, one by one, the atoms end by having few or no electrons, being reduced to their central nuclei. In this state atoms can no longer radiate light and heat.

"Now—and this is interesting, and somewhat disquieting for us—the English astronomer Jeans has shown, by calculations that are quite convincing, that the fate, the life, the evolution of a star of a certain age, must undergo as a whole the experience of its own atoms. At a given moment, when the temperature and pressure in the interior of the star reach certain values, almost all its atoms will suddenly lose a certain number of electrons. At this moment the radiating power, the heat and light emitted by the star, will suddenly lessen in a very great degree. The life of an aging star, such as our sun, will thus be made up of a series of sudden catastrophes, separated by periods of calm.

"Perhaps this is the explanation of our geological periods, which have been so different and so suddenly subject to successive alteration.

"But there is something still more serious. The atoms of our sun, which is a decrepit star, have few more electrons. Next time they will lose all, or nearly all, of the rest. When this occurs, the sun, suddenly cooled, will no longer give us heat and light, and humanity will be snuffed out. This may happen this year, perhaps next month, possibly to-morrow.

"And death will abolish in one stroke, in common annihilation, those that life has gone to such vast trouble to unite!"

DRURY COLLEGE LIBRARY
Springfield, Missouri

HEARING LIGHT AND SEEING SOUND

SOUND BECOMES VISIBLE AND LIGHT is made audible by means of equipment developed by John Bellamy Taylor, consulting engineer of the General Electric Company. A beam of light travels silently about the room, only to break into music when it hits a mirror target. When the light leaves the target, or when it is intercepted, the music stops. Mr. Taylor has chosen to call this "narrow-casting" to distinguish it from radio broadcasting. Says Guy Bartlett, in a press bulletin issued by the company:

"The equipment is a photophone built on old principles, but utilizing the perfected photoelectric tube, electric pick-up, and newly developed amplifiers and sound reproducers. The idea of sending music over a beam of light was demonstrated by Alexander Graham Bell fifty years ago.

"In demonstrating the photophone, Mr. Taylor uses phonograph records with the sending apparatus. The energy is sent over the light-beam to the transforming and reproducing elements mounted on a tripod some distance away. When he holds his hand in the path of the light-beam, the music stops; but as he allows the light to filter between his fingers, the sound begins and increases in volume. A cardboard disk with holes of various sizes from a pinhole to one of an eighth of an inch in diameter gives varying degrees of sound volume when it intercepts the light-beam.

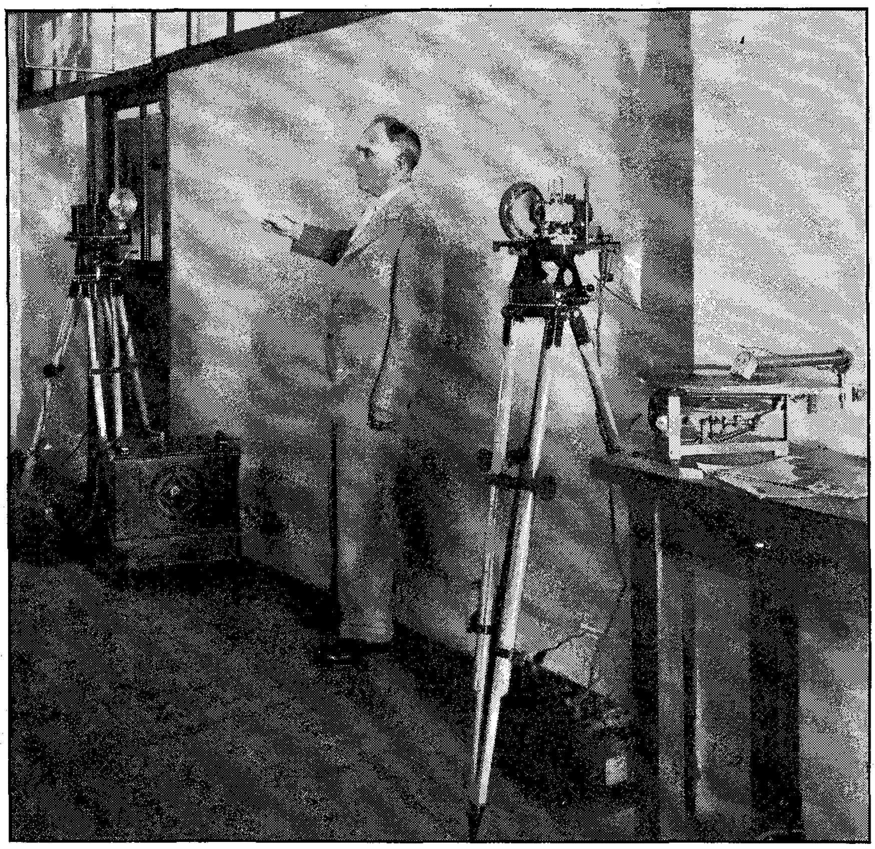
"The light of a burning match can be changed into sound by the reproducer. When the match is struck, there is a rattling, cracking sound, lasting during the combustion of the chemicals. The burning wood gives off little sound. Similarly, the varying light from a small dynamo-driven flash-light sounds like a siren.

"A phonograph record or a speaker at a microphone can serve as the sound source, Mr. Taylor usually employing a phonograph with electric pick-up, by means of which the recorded music is transformed into electric current. This energy is led to a mirror, one thousandth of a square inch in area, delicately suspended in a magnetic field by means of wires. At one side is an ordinary automobile headlight incandescent lamp, the light from which is focused on the tiny mirror.

"The mirror, quivering in tune with the electric current, focuses the light by a lens into a narrow beam, which, pulsating at the frequency determined by the music on the record, is projected through space to the light-collecting mirror or lens of the receiving apparatus. At this point another transformation must take place; the light must be converted to sound. The mirror or lens condenses the light on the photoelectric tube, which responds instantaneously to every variation in light intensity. The photoelectric tube translates the light into electric energy and this, after amplification, passes to a loud-speaker, where the final transformation of the energy into sound occurs.

"The difference between sending sound over a beam of light and by way of radio is simply one of degree. The physical transmission in both cases is the same except that different transmitting and receiving devices are used. In the case of light, frequencies of several hundred trillion per second give wave-lengths of the order of a fifty-thousandth of an inch. Broadcast waves are from 600 to 1,500 feet in length. The long wave of comparatively low frequency spreads out in all directions, but the beam of light is essentially a straight-line affair and, with a suitable, beam-forming lens or reflector, can be conserved and sent over distances without a substantial spread. Broadcast waves will bend around obstructions and pass through walls, but the light wave will not bend since the wave is so short in comparison with the size of the obstruction. It will pass through only such solids as are transparent.

"Uses for the photophone have not been indicated. Mr. Taylor has been able to pass a light beam during daylight across a street, from one office to another. At night the beam may be projected three or four miles, provided a sufficiently strong light source is used and a suitable lens or long-focus mirror employed. War-time use of the light beam as a system of communication between fixed points, where radio or wire communication is impractical or impossible, also suggests itself."



Courtesy of the General Electric Company, Schenectady, New York

MR. TAYLOR REGULATING THE MUSIC WITH A PIECE OF PAPER

HOW WOMEN WALK

MORE THAN HALF OF OUR WOMEN walk with their feet toeing straight ahead, Indian fashion. About 41 per cent. toe out after the old dancing-school pattern. Only about five per cent. are pigeon-toed. These are the conclusions of Dr. John W. Crist, of Michigan State College, as given in Science Service's *Daily News Bulletin* (Washington). We read:

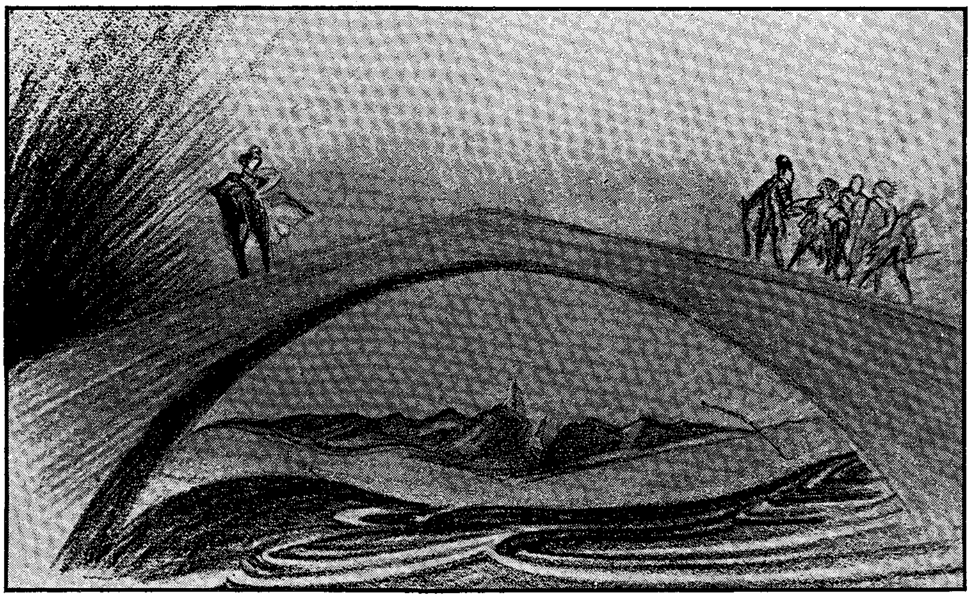
"Dr Crist gathered his statistics by standing on busy street-corners during his spare time, and unobtrusively recording the walking habits of some 11,000 women in various cities of the United States. Reporting his investigations in a forthcoming issue of *The Journal of Heredity*, Dr. Crist states that the ancestors of the human species walked on all fours, and their feet must have curved inward to help in grasping trees, as the apes' feet curl. Babies are inclined to turn the soles of the feet toward each other, and many babies can even bring the soles of the feet together. They soon lose this pigeon-toed tendency, however, and, so far as women are concerned, the feet even swing past the straight position and tend to turn out in many cases. For some of his figuring, Dr. Crist found it necessary to estimate the ages of feminine pedestrians, making due allowance for facial camouflage. Among the women that he set down in the 'over forty' list, about three-fourths toed out. But this great increase in toeing out among older women is not due to age, he later concluded. Weight is the more important factor. As heaviness increases with age, the feet respond by turning outward. Eighty per cent. of the heavily built women over forty toed out. But only forty per cent. of the light-weight women over forty turned out their toes fan fashion. Whether this position of the feet is more efficient in balancing the unequally distributed load of a heavy woman might be investigated by a physicist, Dr. Crist suggests."

LETTERS - AND - ART

LITERATURE DRAMA MUSIC FINE-ARTS EDUCATION CULTURE

"MACBETH" REILLUMINATED BY GORDON CRAIG

"MACBETH" HAS BEEN GIVEN A NEW BIRTH. The production designed by Gordon Craig and sponsored by George C. Tyler has been revealed in Philadelphia, and in the opinion of one critic, "it should win the reluctant who prefer to hear about rather than to see a Shakespeare play." Great as has been Mr. Craig's reputation throughout Europe as a scene designer, he had, until two years ago, actually superintended the production of no play in the seventeen preceding years. Then he was summoned to Copenhagen; but England has not demanded his services and has seen no production of his since his mother, Ellen Terry, brought out "The Vikings" in 1903. Familiar as the theater world has become, through exhibitions and published works of his, with his scenic screens, no actual realizations of their possibilities of effect has been given us; Mr. Tyler is a long-postponed pioneer. "This new 'Macbeth' production," we are told by *The Theater Arts Monthly*, "is not made from the long-famous Craig designs for this play—among the world's most beautiful drawings for the theater—but from a completely new set clearly related in idea, full of beauty, and majestic in conception." A large series of drawings, with marginal notes carrying stage directions, are supplied by Mr. Craig; our pages present only three. Since light and color are among the most active elements in Mr. Craig's scene, no impression of these can be given in drawing; but we follow *The Theater Arts Monthly* in quoting from one of Mr. Craig's published works, "Scene":



ON A BRIDGE HIGH IN AIR *MACBETH* FIRST MEETS THE WITCHES

Wind, lightning, and thunder, *Macbeth's* castle in the distance, thus Gordon Craig begins the play

"Shakespeare and most poetic drama to be performed has the utmost need of a scene of a special nature . . . a scene with a mobile face. . . . It has often been said, and it will be said again, that Shakespeare creates his own scenes as he proceeds, using words to conjure these up before our imagination. But then he also uses words to conjure up before us the people—their costumes—all. Are we to refuse to visualize all? Are we to keep Shakespeare for reading silently in our rooms? If so, then he is no longer for a stage, and all is well. But if he be performed by actors, . . . and costumed in actual costumes which indicate some period—then let us put a scene round these which shall suggest some place.

"No scene that I have worked at was worked at for its own sake. I thought solely of the movement of the drama . . . of the actors . . . of the dramatic moments, . . . those long, slow movements and those 'flashes of lightning' (Coleridge). I saw as I progressed that things can, and therefore should, play their parts as well as people; that they combine with the actor, and plead for the actor to use them. . . . Shakespeare's properties could speak—altho Cromwell and his puritans tore out their tongues and almost dehumanized the whole Shakespearian drama. . . .

"To create a simplified stage is the first duty of a master of the drama . . . by reviewing all the theatrical things known of, or once known of, as serviceable to the stage . . . testing them in private, and rejecting those which seem hollow and useless, retaining those which stand the test.

"What test?—the test whether or no they are capable of expression.

"Does a wax candle serve us to express the rising sun?—If yes, then use it. Does it not serve?—then reject it. Does a mask serve to express such and such a human emotion? If it does, use it—if not, away with it. Does chanting serve any purpose?—if so, what purpose?—is it of value?—then retain chanting; if none, away with it. Does this or that system of gesture serve?—preserve it—or be done with it. Can actors be taught?—to what extent? Which form of stage is the right one for such and such a play—which next best, which least good? Choose the best. Does it not exist?—then build one. Whatever the answers, abide by them. These and a hundred other notions—hopes—fears—have all to be tested to simplify that machine known as the Theater."

Something further may have to be said, following the New York production on November 19; meantime we quote from Mr. Herman L. Dieck of the Philadelphia *Record*, who found "the outcome a tremendously imposing atmospheric creation, which strest sufficiently the dramatic situations, and which furthermore provided a glamor that was unique." Again:

"'Macbeth,' in new guise, lost none of its quality as tragedy and gained in pictorial impressiveness by the Craig designment and the Douglas Ross realization in staging.

"Quality of performance likewise was high. Lyn Harding's reading of the lines of *Macbeth* was informed and of superior expression. The banquet scene, a superb picture in elegant simplicity, was imposing, and the invasion of the ghost of *Banquo* was admirably contrived. William Farnum gave dignity to the *Banquo* character, and the mental throes of the harried *Macbeth* were suggested with a genuine art by the able Harding. Ross himself, a suave, gentle and kindly *Duncan*, King of Scotland, later took on a new aspect as *Siward*, Earl of Northumberland, and Burford Hampden as *Malcolm* and later as young *Siward*, contributed creditably to the high standard of performance.

"Margaret Anglin was in the rôle of *Lady Macbeth*. Miss

Anglin's melodramatic trend took something from the sterling tragedy of that arch-fiend, but on the whole was a memorable portrayal. It was not of certitude throughout, however.

"An innovation was to have the witches played by male actors. It did not detract actually from the play's holding power, but seemed unnecessary and rather at variance with the lines themselves.

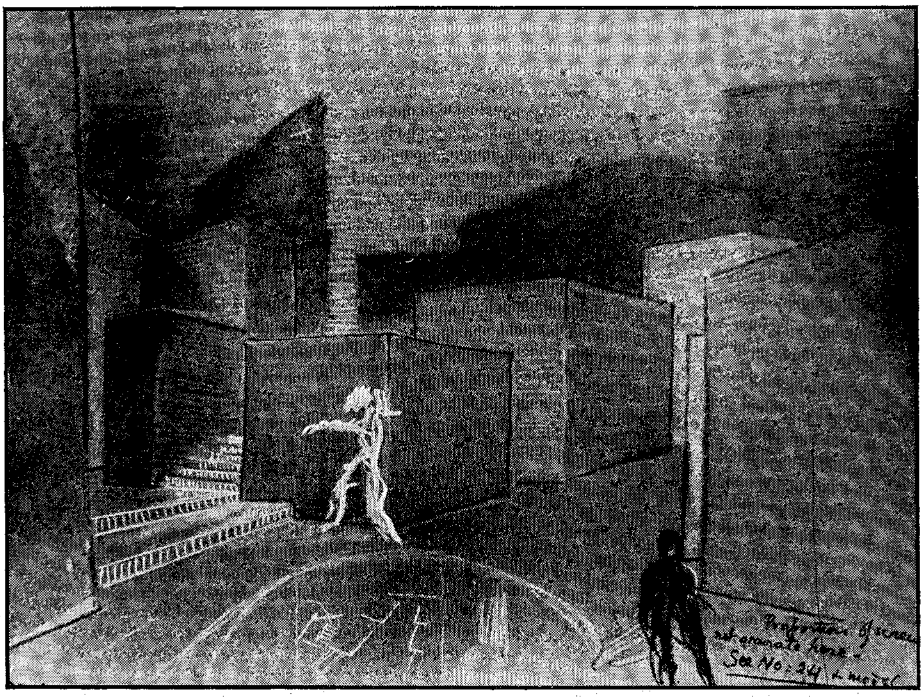
"The settings were always artistic and unobtrusive. The unusual nature of the draperies and the smaller details of screens and architectural masses caught the eye, but it did not hold it to the detriment of the action. Duncan's palace was suggested by a noble stairway at top of which sat the King. *Macbeth's* castle was a setting that suggested a somber deed, and then the entrance to that castle had the notion of ruggedness and of coldness. The witches' cavern, with incantation and the rising of apparitions, was particularly well managed, an eminence giving impression of remoteness, and as the spirits of those whose blood had been spilled marched in lambent light before the haunted *Macbeth*, the fine judgment of the direction was apparent."

A GOOD WORD FOR HOLLYWOOD—It is a novelty to see American films defended or even faintly praised in England, but a writer, "R. H.," in the Manchester *Guardian*, treats us to this thrill. He is moved to this defense by a book by Mr. Ernest Betts called "Heraclus, or the Future of the Films," whose strictures on the much maligned Hollywood product causes these softenings of the heart:

> "We owe a lot to America. Europe may have discovered the cinema, but America was able to develop or exploit it. She may have developed it, and I think she has—in the way it should not go, and the countries of Europe may have been saturated with a febrile and fatuous outlook on life. But if the countries of Europe did not in some degree share that outlook, they would have been strong enough to refuse it. They would not have accepted it and been amused by it had it not been in some way congenial to them.
>
> "The evil goes farther than Hollywood, it strikes at the outlook of mankind (or shall we say of the public?), and I do not think this is made sufficiently clear by critics, even tho Mr. Betts does say that 'it is obvious that the barbarian in us is just as lively, irrational, and bellicose as ever.' It seems just now that America has been given a bad name, like the dog, and now she must be hanged for it. For myself, I should be sorry to see this happen. Fond as I am of Russian and German and Swedish films, I should be sorry to see no American ones, tho I prefer them not to be like 'Four Sons' or 'The Trail of '98.'
>
> "After all, if we were quite free from blame we should not be capable of producing pictures as vulgar, as senseless, as thoroughly bad as the worst Hollywood can do, and it is shortsighted to say that our unquestioned ability to do this is due to our having imbibed American doctrines for so long. Our popular literature, our popular art, our popular religion prove the reverse.
>
> "Mr. Betts quotes Mr. Arnold Bennett, who wrote in an article in 'Close Up,' 'I have never—Chaplin's work apart—seen a good American film . . . not one of the American directors has left a permanent mark on film history or produced anything that would not deeply grieve the judicious.' But Mr. Bennett prefaced his remarks with 'as far as my limited experience enables me to judge,' and Mr. Betts does not quote this when he brings him in to give force to his argument. For me, I admit, this was the thing that made me decide it was all going too far, that the good American films are in danger of being smothered as much by the critics as by the inferior products among which they struggle to live."

BARRIE'S FANTASTIC TRYST WITH MARY QUEEN OF SCOTS

SIR JAMES BARRIE HAS LEARNED to make speeches; he is said to have failed pitifully when he attempted one in New York years ago. But his stage-fright has been overcome, so much so that he dares give an account of his recent philanderings with the ghost of Mary Queen of Scots. This was brought off at the opening of a bazaar in the Royal Burgh of Jedburgh, the county town of Roxburghshire, at which he presided. The purpose of the gathering was to raise funds to maintain the gift of the house the Scottish Queen occupied in 1566 while on her way to visit Bothwell in Liddesdale. Admirers of Barrie will treasure this speech as one of his most delightful flights of fancy. His puckishness is also displayed when he begins by calling the meeting a "Stuart rising," and imagining such consequences as the next morning newspapers carrying the headings: "Extraordinary Jacobite Gathering at Jedburgh—The Town Council Involved—J. M. Barrie Escapes to France—F. S. Oliver Arrested at Edgerston." Mr. Oliver, it may be explained, presented the house to the town, and he figures later in Barrie's speech as "Mr. X." Barrie told his audience that if they were to be apprehended for partaking in the uprising, they would have to take flight to "dank caves on Western isles" where bank-notes would be of no use to them, so they might just as well be given up to the cause at hand. To let Sir James take up the tale as the London *Morning Post* passes it on:



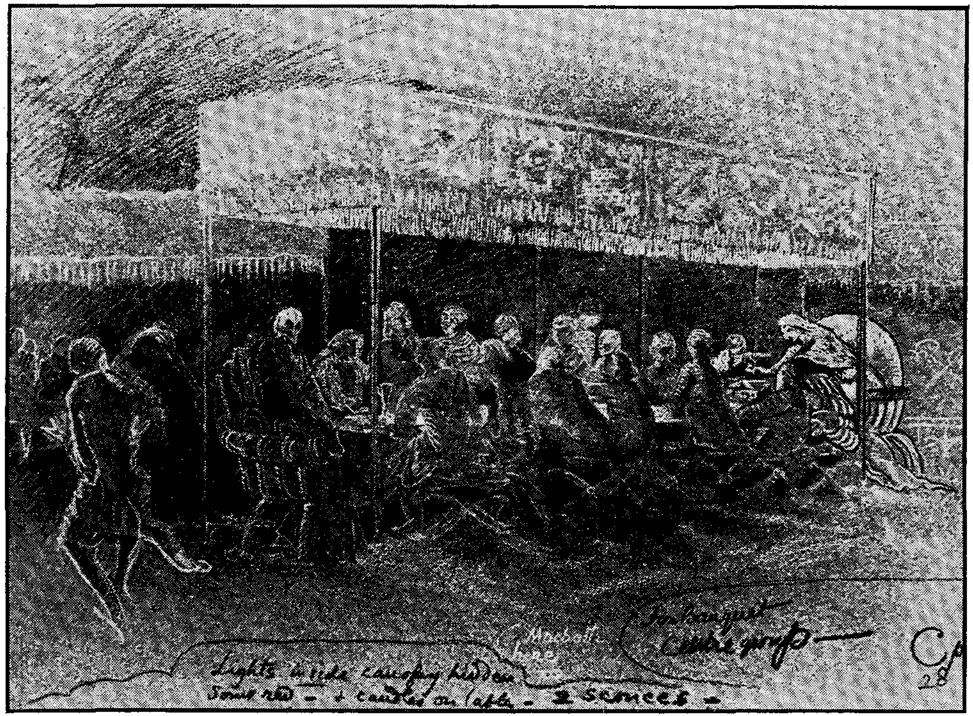
SCENE FOR *DUNCAN'S* MURDER: THE COURT OF *MACBETH'S* CASTLE

Screens represent walls, and light and shadow make the mysterious reaches where crime is done.

> "And now, ladies and gentlemen, leaving you in the wind-driven haunts where the whaup and the sea-gull build their lonely nests, I return to Queen Mary's picturesque house at Jedburgh. It is chiefly historical, if I remember aright, because she rushed to it, womanlike, to visit a sick friend. Somehow that has always troubled the Southerner: What is the vital difference between the Scot and his friendly brother? Of course it has to do with Mary Queen of Scots. A Scot, wherever he may be, has always at least one moment of the day when he leans against the nearest object and thinks about her. That is our romantic secret, at last divulged. In England they had a contemporary Queen, a far greater than Mary, tho I am not going to advertise her here by mentioning her name. But do they think of her every day? You Scotsmen in the hall are

leaning and thinking of Mary now; I can even tell you what you are thinking of her; you are wondering whether if you had lived in her day—whether she would have liked you.

"Of course I would not have dared to speak in Jedburgh unless I could answer that question. It seems only fair to tell you how I found the answer. By the way, I hope I didn't wake up any of you last night? I mean by the galloping of my horse? I couldn't sleep, and after 'X.' had gone to bed—the last downy couch he may stretch himself upon for many a day—I saddled my steed and galloped into Jedburgh. A call irresistible was drawing me to Queen Mary's house. I stood beneath the glamourous pile, and not one of its many windows showed a gleam. And yet—I remembered, from our beloved Sir Walter's pages, how at Loch Leven there was at all hours some one ready to place a lamp in a darkened eye of the castle in response to a light across the loch, a signal that friends were near, a reminder which in her own words was 'more dear to Mary Stuart than any star that twinkles in the blue vault of Heaven.' I dared to flash my lantern, and almost immediately a lamp shone for a moment in a turreted window. Without a sound the celebrated key turned in the lock, the door opened softly, and I found myself in the presence of Mary of Scots. She was but a moving part of the night; but a mother will forget her child and rivers flow up-hill before a Scotsman is unable to recognize that face and form. Inside I went on one knee to her and she extended her pretty hand; I called her 'My Liege.' It may mean caves for me, but it was worth it. I said there was one question I craved to ask of her: Were the Casket Letters genuine? You will be glad to know that the answer was in the negative. So, after the lapse of centuries, our greatest Scottish case is closed. There was much else I wanted to learn about the past, but strangely enough she was more interested in the present. She made many inquiries about Jedburgh itself, as, for instance, did 'Jeddart Justice' still hold, and who was provost now. She had been puzzling why there was of late so much stir around this hall, and when I hazarded the guess that it was probably preparation for the bazaar, I was touched to find that she did not know what bazaars were.


Lights inside canopy hidden
Some red — + candles on table — 2 sconces —
Macbeth
the banquet
28

THE BANQUET IN "MACBETH"

Lady Macbeth (right) seeks to quiet the guests disturbed by the *Ghost* in the chair at the left end of the table.

"But when I explained, and told her the object of this one, she wept tears of joy because her Jedburgh still remembered her kindly. She said she must see the bazaar—you know how—how hasty she was—and putting her hands in mine in that confiding way which is either the best or the worst thing in woman—she was drest in black velvet with a white ruff about her neck and a white veil flying—and so we came here—by the longest route. When she saw the lovely stalls she fingered the display, calling them by old lavender names, and some of them she tried on, and she clapped her hands, and exclaimed, 'Whoever buys at my bazaar, I will always have a leaning to him.' 'Him,' she said, tho I had told her that most of the work was done by ladies. I told her there would be Southerners here to-day, and asked her whether she would be vexed if they were purchasers, and she said 'No,' that she wanted them to have the same rights as the others, for old wounds were healed, and she touched her neck and smiled. Then I did a foolish thing. I asked her whether she would like to buy some little article herself, and at that she began to fade away—a sure proof that she was no Frenchwoman, but Scotch to the core. Before she was quite obliterated—when there was no more of her than the veil—she placed in my hand a sprig of white heather. [Here the speaker drew attention to white heather in his buttonhole.] Seeing is believing! I have an uneasy feeling that this was not meant for me, but for a better man whom she had been mistaking me for all the time—our friend, X. However—[Here he resumed the buttonhole.]

"Ah! Great Queen Bess, that famous chop at Fotheringay—the third hack—has not silenced Mary Stuart. Rather has it decreed that she live on alluringly and find new servants. In old Edinburgh there must be a moment of the night when in the Royal Mile they still hear the beat of her vagrant heart. We see the charming, dangerous creature even now, after more than three hundred years, sailing away from us, not into the past, but into the future, in the bark of her royal sister's contrivance—her white ruff concealing the rim of red—her hazel eyes sparkling, her form disdainfully melting—to our imagination, winged, tho it may be the raven's wing—mocking all our attempts to solve her—Scotia's proud-fated, starry mistress. And now, ladies and gentlemen, if you want her to have a leaning to you, fall to. Her bazaar is open."

LOVE DIPLOMAS—A Cambridge (England) professor has been urging that diplomas in love-making be granted after a course of study. The novelist, Miss E. Arnot Robertson, tho, pooh-poohs him in the London *Daily Mail:*

"I don't know how far literature can be taught successfully, but I do know that love can't, because I had quite an astonishing amount of this kind of tuition at school in France. And it doesn't work. . . . Whatever we learned, which was nominally the French language (because men, we were given to understand, liked accomplishments if not brains in a woman), we were taught with the purpose of fitting us to achieve matrimonial success.

"I was so full of theoretical knowledge of how to get on with men that I could not behave normally in their presence. Sometimes I was vivaciously intelligent with them, or so I hoped, because this had been often advocated to me; and at other times I relied on being glamourously charming, which was said to be just as effective, and was anyway less of a mental strain.

"But in neither case did the attitude have its guaranteed effect. At twenty, convinced that I was utterly unattractive to the other sex, I threw instruction overboard and became natural in despair, and immediately after that social life brightened.

"No, professor, diplomas in love sound admirable, but the theory is not practicable. Not for girls, in any case. The snag is that obviously neither a man nor a plain and unsuccessful woman (I mean unsuccessful where men are concerned) would be of the slightest use as an instructor on the woman's side of the art of love. And I ask you, does any one in his senses imagine that a woman who is scintillatingly successful in that line and chock-a-block full of charm herself is going to throw away her stock-in-trade of feminine advantages by teaching other women to be equally worthy of the highest diplomas? Not likely!"

A POET TAKES TO THE AIR

NEW REALMS FOR INSPIRATION have been found by Joseph Auslander, whose verse has often appeared on our poetry page. He goes up in an airplane, and in the phrase of the Brooklyn *Daily Times* "extracts from the sky some of the white-hot bolts which Mars employs to make war," and "forges them into a frame for a heroic poem." This, according to *The Daily Times*, is "quite possibly the first verse worthy of the name that has been composed in consonance with the hum of a busy motor, and the witnesses of Mr. Auslander's work testify that he fashioned it with apparent ease as the elements of the muse fell naturally into place like mosaic under the spell of close contact with heaven and its gentle sprites." Obviously one of the companions of the journey supplies the account of the adventure, for the breeze of the flight is blown through the reporting:

"The translation of the notes made on high was accomplished at the 'hot-dog' stand to which the party repaired after their fifty-five minutes in the air, during which they developed appetites as powerful as Mr. Auslander's ability to 'light the ethereal flame that burns at the base of the muse.'

"Thereby hangs a tale of how the poem came to be. Some years ago Mr. Auslander was teaching literature and languages at Harvard University, and in his class was a slender youth, Arthur Von Briesen Menken, of 34 West Fifty-second Street, Manhattan, son of S. Stanwood Menken, noted lawyer. Mr. Menken soon tucked his sheepskin under his arm and went to Europe, where he was employed as an aviator with the Royal Dutch Airways in Holland. Recently Mr. Auslander and Mr. Menken met, and, the latter being engaged in flying now at Curtiss and Roosevelt Fields, an invitation was issued the former instructor to go up in an airplane and thus become a 'pupil.'

"'Thanks; I should like to try some verse,' said Mr. Auslander.

"Milo Sargent Gibbs, of the Fraternity Clubs Building, 22 East Thirty-eighth Street, Manhattan, a friend, accompanied the two. Mr. Gibbs and Mr. Auslander sat in the front open cockpit, while Mr. Menken occupied the rear compartment.

"Their Seman-Halskei motor (the same as one used by Miss Thea Rasche, German stunt performer), took them swiftly toward Manhattan, which they viewed first at nearly a mile high, and then, after looping at 2,000 feet, in the course of which evolutions Mr. Auslander ground out his poem in a shaky hand on a bit of paper he carried in his wind-breaker.

"Mr. Auslander is the co-author of a book on the leading bards of history, entitled 'The Winged Horse,' and this effort suggested the title of his verse on this occasion, 'The Winged Horseman.' It was his first spin in a plane, and concerning it, he said in prose:

"'The poets have a new dimension. I've been on the Winged Horse pawing at the sun. New York looked like la Cita Morta—remote, irrelevant, beautiful as death. Now I know what the first day of Genesis must have been like.'"

"THE WINGED HORSEMAN"

By Joseph Auslander

(Written during an airplane flight over Manhattan Island, October 21, 1928, to commemorate the anniversary of "The Winged Horse.")

ICARUS on wings of steel,
 With plumes of smoke upon each heel,
Stares like an eagle at the sun
That smokes above his Babylon!
He is the new equestrian—
Half bird, half horse, and wholly man;
And with his fiery feathers shod
Hurdles the barricades of God
Into the silver stables where
The stallions of the streaming air
Champ the stars, against the doors
Where howl the muzzled meteors!
If only Dante could have wheeled
As I do now, flame-winged, flame-heeled,
Who knows what strange new Paradise
Would have burned holes into his eyes
And holes into his heart as well
Under this high celestial hell!
Who knows what Shelley would have found,
Drowned in this sea as I am drowned—
What music of what golden bird
No skylark sang, no mortal heard!
How Keats like Cortez would have gazed
On this aerial ocean, dazed
And silent, staring at the blue
Sea that the sun is anchored to!
This stretches us, this strains our souls
And supersedes all aureoles;
Taller than towers, we will make
Poems as tall with words that break
The dusty mould of time and place
And leave us standing face to face
With men like men, with kings like kings—
For we have wings! For we have wings!

THE WINGED HORSEMAN

Joseph Auslander, who wrote the air-poem on "The Winged Horseman."

THE COVER—Walter Koeniger, the artist of the cover, hails from Woodstock, that artist colony in the Catskills, that harbors many fine painters. It will be seen that he studies his own environment instead of going far afield like many of the painters we have been showing in our covers of late. He is in the tradition of Twachtman, who is said to have shown the world that snow is about the most beautiful thing in nature. Quoting from *The Christian Science Monitor* (Boston):

"The work of this artist is distinctive and fine. It is not labored or self-conscious; it does not obtrude itself. It seems to venture a hint of the magnificence, cold and subtle, that attends the country when it is blanketed with snow.

"The artist in his imaginative fashion seems to sense the desire of all those things hidden by the snow to emerge and break their way through the surface. And so there are the trees and branches, the rocks and the rivers, pushing for liberation. The ice breaks and floats down the water, the snow lies banked up along the sides of the river. The shadows are blue and violet, there is a cool light spread over all, and occasionally the yellow sunlight appears to warm up the coolness of the situation.

"Mr. Koeniger manages to submerge his technique beneath the thought and mood of the picture. A smoothness and peacefulness predominate. There is a pleasant lyrical quality, a delicacy and fineness that one welcomes for a change. He succeeds in establishing clearly and easily a mood of nature that is pleasing and welcome to all of us."

Mr. Koeniger was born in Germany in 1881, and was a pupil of Duecker and Von Gebhard. He wrote on the theme of "Koeniger, Painter of Snow" for *The International Studio* of June, 1925, and his canvas, "The Silent Places," hangs in the Toledo Museum. Apropos of Koeniger's Boston exhibition, the Boston *Globe* recalls that the works of the pioneer Twachtman sold forty years ago for $25, $50, or $100, and these to reluctant purchasers or skeptical dealers. Now $20,000 is not too much for one of these works by the man first fascinated with the beauty of snow.

RELIGION-AND-SOCIAL-SERVICE

EVOLUTION ONLY GOD'S METHOD

A FIRM BELIEVER IN EVOLUTION as God's method of working, Dean W. R. Inge, of St. Paul's, London, says we must not deify the principle of evolution, that God is not included in the process, and that the more complex is not necessarily better than the simpler. "There are," he says, "blind alleys in nature which have led many species to final extinction." England's famous Dean holds that evolution is simply a process of change, which can be understood only in relation to something that is unchangeable, which is God, who is subject to no laws of time and space. Thus he shows that his belief in God is not vitiated by his acceptance of the theory of evolution, and contradicts the materialists and the mechanistic theory.

In his address to the recent Church Congress at Cheltenham, England, Dean Inge notes, as he is quoted in the Boston *Evening Transcript*, that evolution may work both ways. For, he says,

> "There is such a thing as progress in the direction of evil, as when a disease is said to be progressing. The German war-machine was as much a product of evolution as the Church Congress. To those who think that the mere lapse of time must eventually bring about the Golden Age, the devil replies, 'You forget that I am evolving, too.' It is not even certain that we can assert evolution in spiritual values. Rodin, the great sculptor, has said: 'Progress exists in the world, but not in art. Phidias will remain forever without a rival.' Jesus of Nazareth will remain forever without a rival.
>
> "We must not deify evolution. Evolution is always of finite things within a whole. We can not infer from the fact of human progress within the historical period that the whole creation is in progress of development toward 'one far-off divine event.'
>
> "The great philosopher, F. H. Bradley, says that the idea of an evolution of the whole universe is meaningless or blasphemous. I will be content to say that it is contradicted by what we know of astronomy, and that the idea of a God who is Himself evolving in His creatures is incompatible with Christianity."

For the last three hundred years, says Dean Inge, the view of the universe derived from the natural sciences has dominated the minds of educated Europeans at the expense of other points of view derived from religion, morality and art. But, he warns, "we must not forget that other constructions may be equally legitimate, and no abstract view, such as that of physical science must be, can convey the whole truth. This is becoming easier for our generation to understand, because the old presuppositions of scientific thought, which have been almost unchallenged since Newton and Descartes, are being assailed from all sides. Instead of a dogmatic scientific creed, such as the Victorian age wished to impose upon us, we are confronted with a series of notes of interrogation." Dean Inge lists some of the conflicting views held among scientists as to the structure and maintenance of the universe, the origin of life, and the operation of evolution, and he asks:

> "Are we to infer that the whole of modern science is in the melting-pot, and that we may cheerfully go back to any traditional story of creation which takes our fancy? I should be very sorry to convey this impression. I believe that the chief revelation which God has granted to this generation has been through the natural sciences. If we shut our eyes to it, or denounce it, we do so at our peril—the peril of grieving the Spirit of Truth. 'Ever since the creation of the world,' says St. Paul, 'the invisible attributes of God—His eternal power and majesty—have been visible to the mind's eye through His works.' But never before have they been so visible as they may be to us if we will consent to learn from the great men who have consecrated their lives and their abilities to studying them.
>
> "Whether we follow them in their investigations of the unimaginably great or of the unimaginably small, the picture rises before us of a simple and mainly uniform structure, composed of a very limited number of primary ingredients, obeying a small number of universal laws, linked together by a web of sympathies and affinities, and operative over inconceivable vistas of space and time.
>
> "These impressions, I think, will predominate as we muse over the picture of the universe as science presents it to our minds.
>
> "First, Sublimity. 'What is man that thou art mindful of him?' And yet, what is the mind of man that can thus travel over the immensities, 'beyond the flaming ramparts of the universe,' as Lucretius says? We are abashed and exalted at once. Second, Order. All detached details found themselves in a coherent system. 'Thou hast given them a law which can not be broken.' Third, Purpose. This is more controversial, I know; many scientists reject the idea of purpose.
>
> "But surely there is something in what Prof. J. A. Thomson says: 'A self-stoking, self-repairing, self-preservative, self-adjusting, self-increasing, self-reproducing machine is only by an abuse of language called a machine at all.'"

Evolution, Dean Inge argues, is a process within nature, a mere variety of change, and it "can not be thought of except in relation to the unchanging," and he observes that "that which is not itself evolving must be a real Being not subject to space and time," and that "we ourselves could not be conscious of time and change unless we were, in our inmost nature, in contact with the super-temporal and super-spatial." The Dean, therefore, sees nothing in the belief in evolution which conflicts with the belief in Creation, "tho it may be that, as even St. Augustine suggests, the world was not created at any point of time, but reflects in its everlastingness the eternity of its Maker." He concludes:

> "I am not troubled to find that science will have nothing to say to unending temporal progress, for this is no doctrine of Christianity. I value all the proofs of Divine immanence which are accumulating upon us, because they in no way contradict belief in transcendence. I am in no way disturbed by the plain evidence of man's lowly origin, since we all know that every human individual began with microscopic germs much lower in the scale than any mammal.
>
> "And lastly, if science has failed to construct a perfectly closed system, as Emerson says, 'There is a crack in all that God has made,' may not this be an indication that time and space are not ultimate realities, and that this is why no perfectly coherent system can be based upon them?
>
> "I wish to lay great stress on this last point. Evolution has its place only in time; it belongs to the world of becoming. But, as St. Paul says, 'The things that are seen are temporal, the things that are not seen are eternal.' Even if, as the most modern astronomers predict, the very materials of which our globe is compacted will at last be dissolved, we know that 'We have a house not made with hands, eternal in the heavens.'
>
> "Not only is God above the evolutionary process; we also have a footing in that eternal world, of which we are citizens.
>
> "And so, whatever some of my philosophical friends may think of me, I see nothing in what science tells us about evolution to prevent me from accepting the latest dogmatic definition of the attributes of God, drawn up at Rome in 1870, tho the scholastic phraseology is not quite in accordance with modern ways of thinking: 'There is one living and true God, Creator and Lord of heaven and earth, omnipotent, eternal, immense, incomprehensible, infinite in intellect and in will and in all perfection; who being one, singular, absolutely simple and unchangeable spiritual substance, is to be regarded as distinct really and in essence from the world, most blest in and from Himself, and unspeakably elevated above all things that exist or can be conceived, except Himself.'
>
> "My conclusion is that evolution is only the method by which the eternal God carries out most of His purposes in the world.

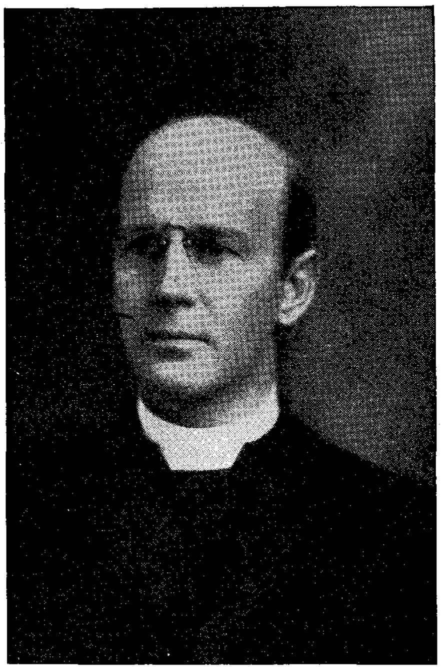
Belief in gradual change is taking the place of the older belief in catastrophic Divine intervention.

"It is a question about God's method of working. I do not think that the existence or attributes of God are involved in it at all."

THE "100-PER-CENT. AMERICAN" AS A PERIL TO PEACE

THE GREATEST SINGLE DANGER to the peace of the world, says Bishop G. Ashton Oldham, Bishop Coadjutor of Albany, is "a strident patriotism of the 100-per-cent. American variety, scorning other races, looking condescendingly on other nations, touchy about its own rights, and prating about absolute sovereignty." The Bishop's onslaught against overweening patriotism was made at an open-air service of the General Convention of the Protestant Episcopal Church at Washington in the amphitheater of the Washington Cathedral. As he is quoted in press reports, he sees as a possible cause of future war "the carrying over from a previous age of obsolete conceptions of nationalism, to which is attached a kind of so-called patriotism that is full of danger," a far different thing from true patriotism, which he described as "something to be cherished, not scorned." It is, he said, "useless to hope for peace if we are unwilling to make the necessary sacrifices, endure some wrongs, take some risks, and even refuse to retaliate some insults. They are part of the price nations must pay for peace." As the Bishop views it:

"What makes a country great is not its victories, but its service; not its material rights, physical power or military prowess, but rather its contributions to science, art, culture. . . . Patriotism—American as well as foreign—needs to be Christianized. . . . It needs to be purged of its base, vulgar and archaic perversions. Instead of the childish and primitive desire to 'lick the world,' it should aim at making its country worthy of honor by its contributions to mankind."



By courtesy of *The Churchman* (New York)

A PATRIOT OF PEACE

Bishop G. Ashton Oldham, of Albany, who says patriotism "needs to be Christianized."

Bishop Oldham's aggressive pronouncement evokes some argument. "We can all agree that patriotism of the sort to be proud of is love of country coupled with kindliness to other people, and above all with a desire to keep one's own country on the right track," says the Des Moines *Register*, which continues:

"Naturally, people's ideas will differ as to what the right track is, but, if they be intelligent, their ideas will not differ as to the necessity of including the effort for rightness.

"The trouble is that while in quiet times we can agree with the Bishop, admitting that he has limited patriotism correctly, we let ourselves so easily succumb to another kind of appeal, purely tribal and emotional and passionate, when a little strain comes —and then want to hang to lamp-posts all who say what in calmer times we admit.

"Those whose patriotism carries with it hatred or contempt for other peoples and a bullying superciliousness are all too numerous."

The statement that a condescending attitude toward other races, coupled with touchiness about the absolute sovereignty of one's own country, constitute the greatest single danger to peace is "a wholesome truth which it would be well for chauvinistic isolationists to ponder," agrees the Baltimore *Sun*, which argues:

"In no fair system of government or association of nations is it possible for one component to demand everything and give nothing. To ask for every benefit and at the same time to shirk every obligation and responsibility is a contradiction of decent behavior instantly rejected by just minds. Yet there are elements in every nation who advocate such policies, and unhappily the one in the United States is all too numerous and vocal. The churches will be no more than carrying out the principles on which they were founded if they devote their energies to the suppression of the narrow and selfish views which develop hatred and lead to war."

But the sort of "Americanism" Bishop Oldham deplores really exists only in the imaginations of a few pacifists and in a few isolated stagnant pools here and there that remain untouched by the rush of modern thought and progress, asserts the Detroit *Free Press*, which reasons:

"Certainly '100-per-cent. Americanism' has nothing to do with the things the Bishop deprecates. Originally the expression was coined as a protest against hyphenism, than which there is nothing more out of place in this or any other land. A 100-per-cent. American has no divided allegiance. He believes in his country and values his heritage, stands up for legitimate American rights and interests against assailants, insists that the nation must be in a position to protect itself and enforce proper respect abroad, and declines to countenance schemes for making the United States the tool or financial victim of Old World Powers. This does not prevent him from taking a broad outlook on life. It does not in any way involve militarism or provincialism or intolerance. The biggest, best, most far-seeing leaders in the land are '100-per-cent. Americans,' and far from being dangers to world peace, some of them have been in the front of the effort to bring about world peace. The real threats to world good understanding and peace produced in this country are those persons who go about preferring every other nation to their own, telling the people of other lands that America is abusing and mulcting them; and generally slandering the country in which they were born."

A MORMON UTOPIA—A new type of Utopia, in which every worker will be taxed all of his earnings above the amount necessary to provide a living for his family, is to be established on a tract of 11,000 acres recently purchased in the Ozark Mountains by the Reorganized Church of Latter Day Saints, according to a special Consolidated Press Association dispatch from Springfield, Missouri. The colony, altho operated along communistic lines, writes the correspondent, J. P. Wright, will depend upon the religious standards of the members rather than on economic laws for success. Announcement of the project, we are told, came from Dr. Frederick M. Smith, President of the Latter Day Saints' Church. Dr. Smith, we read, is a direct descendant of Joseph M. Smith, one of the founders of the Mormon Church, and the Saints' organization is an offshoot from the Mormons. The Smith branch has headquarters in Independence, Missouri, where a million-dollar temple is being completed on a site chosen almost one hundred years ago by the Mormon leader when he and his followers stopt there during their migrations from Illinois to Utah. As to the new settlement, we read further:

"In the Ozark Zion every member will be protected with life insurance and financed by the colony. Members of the colony will own their own houses, but schools, churches, public utilities, and public enterprises will be owned by boards of trustees.

Community funds will be used to help new and similar groups to start colonies.

"'In this new Zion no man can get rich, but he can be assured of comfort as long as he lives,' said Dr. Smith. 'As long as a man is able, he will be a provider, not only for himself but for the entire community. When he is disabled, the community will care for him and his family. If a member's house burns down, others will help rebuild it. If one community should be wiped out by fire or other disaster, other communities will help in restoration.'

"The first settlers are to be sheep raisers. Economic development will cover a long period, church leaders believe. Three thousand acres of land now are operated by the church near Independence, Missouri, in a way similar in many respects to the plan being worked out for the new Zion."

WELLS AS A RELIGIOUS TEACHER

H. G. WELLS IS DOING MORE than the Church of England to encourage the younger generation to think on moral and religious problems, is the startling announcement of Canon B. H. Streeter of Hereford to the English Church Congress, which met recently at Cheltenham. He challenged his fellow clergymen to meet writers like Wells on their own ground if they would get the younger generation's ear. "For the discussion of moral and religious questions," said Canon Streeter, as he is quoted in a wireless dispatch to the New York *Times*, "the younger generation, of a class sufficiently educated to enjoy plays and novels not wholly frivolous, are largely dependent upon writers like Bernard Shaw or H. G. Wells, and, since so many people do go to Wells for their theology, you will, I think, agree with me that it is a matter for congratulation that, taken over a period of years, Mr. Wells's theology has steadily improved. Any one who aspires to offer these people a theology he believes to be superior philosophically or ethically to that of Wells," declared Canon Streeter, "must imitate Wells to the extent of thinking and teaching in the language of the contemporary world." The truth of the matter, he said, is that "the conflict of religion and science is a question more hotly debated in the slums of Manchester than in the common rooms of Oxford."

No doubt that is true, comments *The Times* editorially. A similar condition, we are told, prevails in this country:

"The liveliest discussions of the sort take place among people whose knowledge of evolution is fresh, inaccurate, and graphic. But if, lately acquainted with the theory, they picture their great-great-grandparents swinging through the tree-tops, their hazy notions do not prevent them from putting their hearts into arguments about it.

"Most well-educated people have found some solution of the problem which serves to live by. Newspapers and magazines still reflect to some extent the views of people who have found or are still searching for a means of reconciling the old religion and the new science. They are not, however, pulsating with violent feeling. They represent the feeling of people who have come to some sort of conclusion. It may be theoretically inconclusive, but in practise it works. The discussion is dropt as unprofitable both for internal satisfaction and for conventional purposes.

"People in the slums of Manchester and the backwoods of America are eager for knowledge. Many of them have learnt what they know of modern science from magazine articles, plays, and books. They swallow the predigested opinions of writers whose work is aimed not at education but at entertainment. Without a foundation of scientific fact, they take up with a philosophy because it is in the air and because they know that many people better educated than they are accept it."

As for Wells's influence, *The Times* says it must be considerable even here.

"But there are plenty of religious debaters who have never even heard of him. In some of the mountain districts, where teachers are required to study the theory of evolution, but forbidden to teach it, the most violent arguments are carried on without calling on him. Fists or shotguns are more likely to be used in backing up a statement."

UNITARIANS INCREASING

INSTEAD OF SUFFERING A DECREASE in membership of more than 22,000, as apparently indicated in the figures of the United States Census Bureau, quoted in these pages October 20, the Unitarian churches actually show a gain of almost 50,000. According to a published statement issued by the American Unitarian Association, the discrepancy lies in the fact that in the 1916 and earlier censuses some of the Unitarian churches reported constituency in place of membership. As a result the membership figures for the earlier censuses are somewhat too large for fair comparison with the 1926 data, which includes actual membership only. The Census Bureau gives 60,152 Unitarian members for 1926, and 82,515 for 1916, showing an apparent decrease of 22,363. But, writes Dr. Louis C. Cornish, president of the American Unitarian Association, "figuring the 1926 membership on the same constituency basis which was used in 1916, the membership would show an increase of approximately 50,000 in place of the decrease of over 22,000, which has erroneously been pointed out. The whole trouble," we read, "is confusion between constituency and membership, which is further complicated by the fact that some churches count all ages, while Unitarians report only adults in giving their membership. Unitarian totals are affected by the fact that only 1 per cent. of the membership reported to the Census Bureau consists of children under thirteen years." In two other denominations, it is pointed out, the percentage of children under thirteen included in their membership is more than 26 per cent. for one and 16½ per cent. for the other.

A table prepared by the Rev. Elmer S. Forbes, editor of the Unitarian Year Book, says the statement, shows the following gains in the membership of the Unitarian churches in the United States and Canada from 1920 to 1926:

Year	*Constituency*	*Membership*
1920	103,936	51,156
1921	109,350	51,840
1922	112,464	55,044
1923	118,347	57,833
1924	121,158	59,817
1925	126,336	60,912
1926	131,240	63,690

UNPLEASANT TROPHIES OF WAR—England's captured cannon exhibited in public places as trophies of triumph are exciting anything but pleasant memories among some of their beholders, we read, and a movement is afoot to rid the sight of them as horrible reminders. According to a writer in the Manchester *Guardian*, English liberal paper:

"The other day a local council decided that a gun displayed in a public place as a trophy of the Great War should be broken up and flung on the scrap-heap. The Mayor of Southwark is raising the same question on a larger scale. He intends to consult the Metropolitan Mayors' Association and find out whether they share his opinion that it is useless to continue the exhibition in public buildings and parks of guns and other munitions captured from the Germans. He tells me that he finds a wide-spread dislike of these grim exhibits, not only among people who hate war, but among ex-service men who object to being reminded of what they went through. He thinks it is bad for the younger generation who have no personal knowledge of war to get used to these trophies of victory, and that their retention is unworthy of the Locarno Treaty, the Kellogg pact, and the general movement toward peace."

"Surely there are many in America of the same mind," comments the New York *Christian Advocate* (Methodist), which believes that the American Legion should have something to say on the subject. "It is so characteristic of the fighter to keep a modest silence about what he has been through," observes *The Advocate*, "that it might be expected that the Legion would favor the removal of this type of memorial."

for Economical Transportation

CHEVROLET

PROGRESS

—*that the public may be better served*

During the past two years, Chevrolet has been the world's largest builder of automobiles, producing and selling more than 1,000,000 cars annually. This accomplishment represents one of the most spectacular examples of industrial progress during recent years. And it has been largely made possible by unswerving adherence to the manufacturing policy expressed in the famous Chevrolet slogan, "Quality at Low Cost."

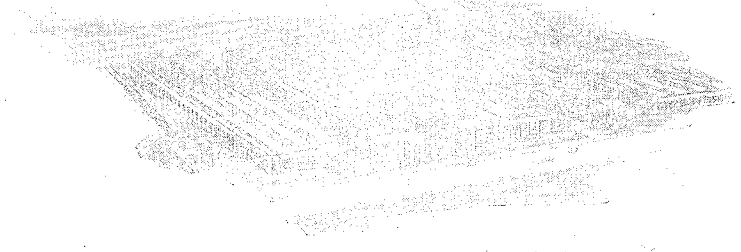
In carrying out this policy, Chevrolet has produced a low-priced automobile providing not only utility but offering also advanced design, modern features and the acknowledged distinction and beauty of bodies by Fisher.

By thus meeting the demand of the vast majority of motor car buyers, Chevrolet has enjoyed ever-increasing public acceptance and tremendous success—has been able to expand its manufacturing resources until it stands today in the forefront of the world's great commercial enterprises.

It has erected fourteen mammoth factories at strategic points of distribution throughout America. It has installed in these factories the most advanced equipment and machinery known to engineering science. It employs standards of accuracy and precision once undreamed-of. And finally, it has built up an organization of over 15,000 authorized dealers and service stations to provide the widest possible service to the public.

Thus, in a period of a comparatively few years, Chevrolet has created a new standard of what the buyer of a low-priced automobile could expect. It has made luxurious transportation the pleasure of the many rather than the privilege of the few. It has made progress an automotive watchword. And, by the creation of tremendous facilities, has laid a firm foundation for the continuance of its policy of progress—that the public may be even better served in the future.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Division of General Motors Corporation



Above is illustrated the fifteenth Chevrolet factory
— now nearing completion at Kansas City

QUALITY AT LOW COST

PERSONAL • GLIMPSES

"HOW I SANK THE *LUSITANIA*"

Photographs from "Raiders of the Deep" (Doubleday, Doran & Company)

A DEEP-SEA ASSASSIN

Commander Walther Schwieger, of the submarine *U-20*, which sank the *Lusitania*.

THE FOG HAD LIFTED. Commander Schwieger, whose name was to become linked with an infamous massacre of the sea, peered through the periscope of the now notorious *U-20*, which had started groping homeward to its base at Wilhelmshaven, after sinking a couple of British steamers and a sailing-ship off southwest Ireland. The sky was clearing. He could see the blue. It would now be safe to bring the *U-20* to the surface, there to continue its return journey, with a sharp lookout for darting British destroyers. "A few minutes after we emerged"—to quote the Commander's own narrative, as now given to the world—"I sighted on the horizon a forest of masts and stacks. At first I thought they must belong to several ships. Then I saw it was a great steamer coming over the horizon. It was coming our way. I dived at once, hoping to get a shot at it." And thus the stage was set for one of the most crucial acts in modern history. Hitherto it has been believed in England and America that the U-boat that sank the *Lusitania* had been sent out by the German command especially to "get" the famous passenger liner, but that does not accord with the Schwieger account, as repeated by his brother officers to Lowell Thomas, who reproduces it in "Raiders of the Deep" (Doubleday, Doran), a copyrighted anecdotal history of the German submarine warfare. Mr. Thomas relates that the *U-20* had only two torpedoes left, and its oil supply was running low. He gives us a passage translated from Schwieger's log, as supplied by an unnamed German commander, "a former companion-in-arms of Schwieger." Thus:

"2.20 P. M. Directly in front of us I sighted four funnels and masts of a steamer at right-angles to our course, coming from south-southwest and going toward Galley Head. It is recognized as a passenger steamer.

"2.25. Have advanced eleven meters toward steamer, in hope it will change its course along the Irish coast.

"2.35. Steamer turns, takes direction to Queenstown, and thereby makes it possible for us to approach it for shot. We proceed at high speed in order to reach correct position.

"3.10. Torpedo shot at distance of 700 meters, going three meters below the surface. Hits steering center behind bridge. Unusually great detonation with large cloud of smoke and débris shot above the funnels. In addition to torpedo, a second explosion must have taken place. (Boiler, coal, or powder?) Bridge and part of the ship where the torpedo hit are torn apart, and fire follows.

"The ship stops and very quickly leans over to starboard, at the same time sinking at the bow. It looks as tho it would capsize in a short time. There is great confusion on board. Boats are cleared and many of them lowered into the water. Many boats, fully loaded, drop down into the water bow- or stern-first and capsize. The boats on the port side can not be made clear because of the slanting position. At the front of the ship the name *Lusitania* in gold letters can be seen. The chimneys are painted black. The stern flag is not hoisted. The ship was going about twenty miles an hour."

The log, as far as it pertains to the event, adds Mr. Lowell, closes with an entry that states that the steamer seemed badly hit and sure to sink—which seems to refer to a possible supposition that two torpedoes might be needed to sink so large a ship—and then goes on:

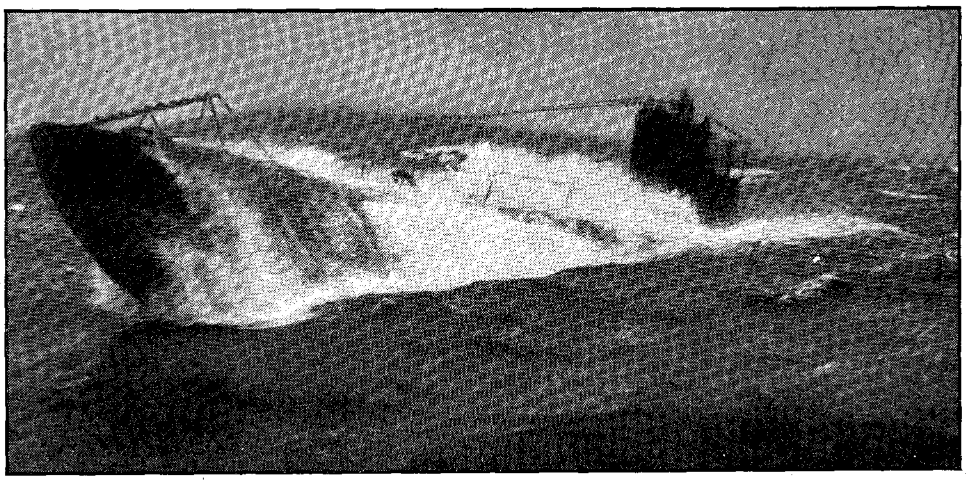
"I could not have sent a second torpedo into the crowd of those passengers who were trying to save themselves."

From Commander Max Valentiner, one of Germany's most widely acclaimed U-boat commanders, I have the story as Commander Schwieger told it to his brother officers. I shall give it in a transcript of Valentiner's own way of telling it:

"One day, shortly after the *U-20* returned from the cruise during which it sank the *Lusitania*, I met Captain Schwieger, who was a very good friend of mine. We fell to talking, and he gave me a full account of the sinking, which was the talk of the day.

"'We had started back for Wilhelmshaven,' he said, 'and were drawing near the Channel. There was a heavy sea and a thick fog, with small chance of sinking anything. At the same time, a destroyer steaming through the fog might stumble over us before we knew anything about it. So I submerged to twenty meters, below periscope depth. About an hour and a half later I heard the sound of powerful screws—not the propellers of a destroyer. I went up to ten meters and took a look through the periscope. I saw a big armored cruiser. It had passed right over us and was now disappearing at full speed.'

"Schwieger went on to say how exasperated he was to miss this fine chance. After the early days of the war you rarely had a chance to loose a torpedo at any war-ship as big as a cruiser, and many a U-boat never caught sight of one during the entire war. The British kept their big naval vessels securely tucked away in port most of the time, and did not send them roaming around to act as good targets for U-boats."

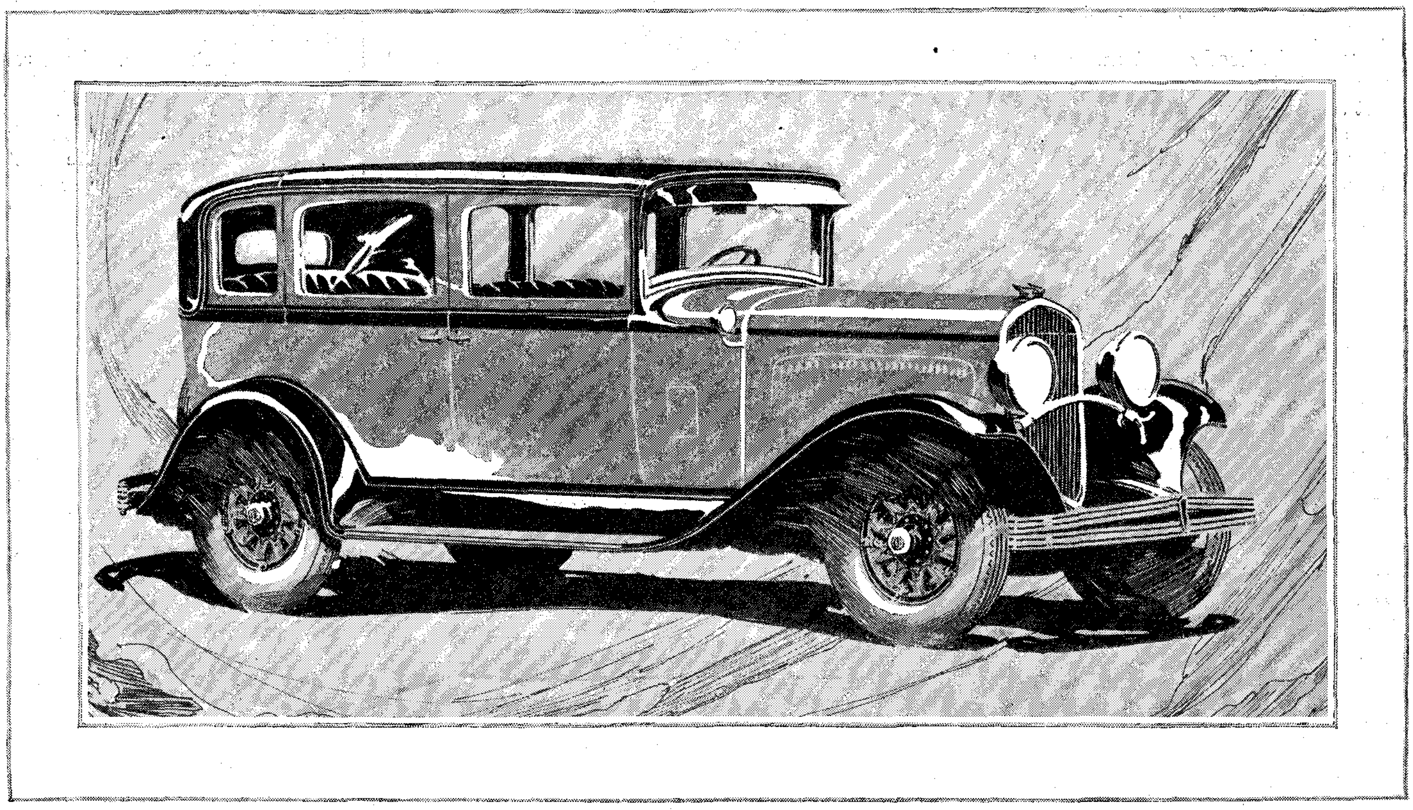


UP IN THE LIGHT OF DAY

Only in clear weather, when Allied destroyers could be spotted at a sufficient distance to give time for a dive for safety, did a U-boat venture to plunge along the surface like this.

"*Volume won through value*"

the story of Chrysler success



New Chrysler "75" Royal Sedan, $1535

Why can Chrysler, in the new "75" and "65," give more than others can give? . . . ¶ Why do these cars vie, not with cars in their price group, but with cars costing many hundreds, yes, even a thousand dollars more? . . . ¶ Because — Chrysler begins with quality, wins volume through value, spreads the cost of quality and value over five great cars in five great markets, makes five great operations basically one, and by these savings is able to spend more in beautifying and enhancing the new "75" and "65" . . . ¶ With their new slender-profile radiator, arched-windows, "air-wing" fenders, "Silver-Dome" high-compression engine *using any gasoline,* internal expanding hydraulic 4-wheel brakes, hydraulic shock absorbers, rubber shock insulators, and *scores of other new developments exclusive to Chrysler,* the new Chryslers represent a parting of the ways between the old and the new . . . ¶ They represent a new significance in style, in performance and in value-giving, an increase in buying power which affects the entire industry, up to the highest in price.

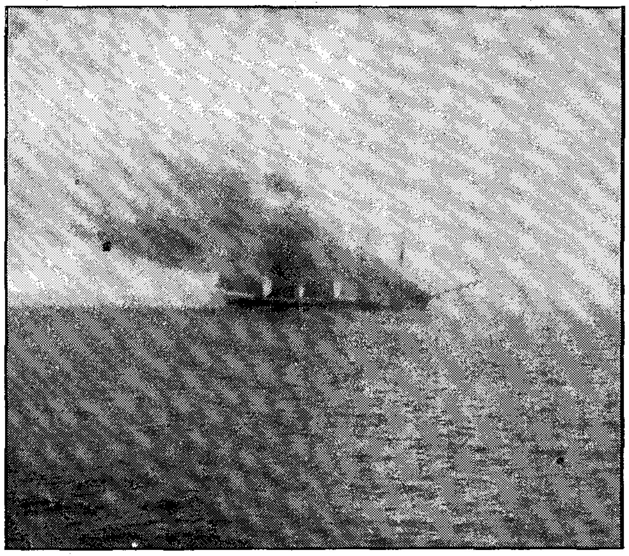
* * *

New Chrysler "75" Prices—*Royal Sedan, $1535; Coupe (with rumble seat), $1535; Roadster (with rumble seat), $1555; Town Sedan, $1655; Crown Sedan, $1655; Convertible Coupe (with rumble seat), $1795; 5-Pass. Phaeton, $1795; 7-Pass. Phaeton, $1865; Convertible Sedan, $2345. (6-ply full-balloon tires.)*

New Chrysler "65" Prices—*Business Coupe, $1040; Roadster (with rumble seat), $1065; 2-Door Sedan, $1065; Touring Car, $1075; 4-Door Sedan, $1145; Coupe (with rumble seat), $1145. All prices f. o. b. Detroit. Wire wheels extra.*

Chrysler

Here we come to the sighting of the *Lusitania* and the submerging of the *U-20* in preparation for the treacherous attack. Continuing Commander Valentiner's reproduction, to Mr. Thomas, of Schwieger's narrative:



THE LAST OF A YANKEE CLIPPER

By taking a snapshot of his perishing victim, the U-boat commander furnished visual proof of another figurative scalp at his belt.

"'When the steamer was two miles away it changed its course. I had no hope now, even if we hurried at our best speed, of getting near enough to attack her. I called my pilot, an old-time captain of the merchant marine, to take a look at her through the periscope. At that instant, while he was coming in answer to my call, I saw the steamer change her course again. She was coming directly at us. She could not have steered a more perfect course if she had deliberately tried to give us a dead shot. A short, fast run, and we waited.

"'I had already shot away my best torpedoes and had left only two bronze ones—not so good. The steamer was four hundred yards away when I gave an order to fire. The torpedo hit, and there was rather a small detonation, and instantly afterward a much heavier one. The pilot was beside me. I told him to have a look at close range. He put his eye to the periscope, and after a brief scrutiny yelled:

"'"My God, it's the *Lusitania!*"

"'I took my position at the periscope again. The ship was sinking with unbelievable rapidity. There was a terrible panic on her deck. Overcrowded life-boats, fairly torn from their positions, dropt into the water. Desperate people ran helplessly up and down the decks. Men and women jumped into the water and tried to swim to empty, overturned life-boats. It was the most terrible sight I have ever seen. It was impossible for me to give any help. I could have saved only a handful. And then the cruiser that had passed us was not very far away and must have picked up the distress signals. She would shortly appear, I thought. The scene was too horrible to watch, and I gave orders to dive to twenty meters, and away.'

"That was the account Schwieger gave shortly after the event. He told it as a man who had a vivid impression, with full and clear details."

To Commander Valentiner's account I can add the statement that it agrees substantially with other stories of the sinking of the *Lusitania*—stories first heard from Commander Schwieger and his officers. There is little discrepancy in the various narrations.

Several suppositions seem to be disproved. One is that it was Max Valentiner who destroyed the great liner. He was often charged with the sinking by the British. Another is that the U-boat commander mistook the *Lusitania* for an auxiliary cruiser. Apparently Schwieger did not realize the identity of the ship when he loosed the torpedo, but discovered it immediately after. Still another assumption is that he fired two torpedoes. He fired only one. A fourth belief is that the *U-20* was sent out with particular orders to sink the *Lusitania*. The boat apparently went out on a routine mission of enforcing the submarine blockade that Germany had announced.

RAMMING HOME A TORPEDO

In this unceremonious fashion the messenger of destruction was thrust into position for being launched upon its deadly mission.

Nothing is cleared up about the supposition that the *Lusitania* sank as quickly as she did largely because of the detonation of war explosives she carried aboard. The supposition is well-nigh universally held in Germany, where people point to an alleged statement of Dudley Field Malone, then Collector of the Port of New York, that the *Lusitania* had aboard 4,200 cases of Springfield cartridges, eleven tons of gunpowder, and 5,500 barrels of ammunition. But even so, any such explosion does not seem, in the minds of German naval men, to explain sufficiently the rapidity with which the ship sank. It is a theory among some of them that the high speed at which the *Lusitania* was traveling broke down the vessel's water-tight compartments after she was hit. The pressure of the water, they think, would have been sufficient to have broken down one partition after another, until the whole was flooded.

But regarding the question as to whether or not the *Lusitania* was an armed auxiliary cruiser carrying war explosives, that was thoroughly investigated by the United States Federal authorities. As a result, in August, 1918, Judge Julius M. Mayer handed down his decision, in which he said: "The proof is absolute that she was not and never had been armed, nor did she carry any explosives."

Upon his return to Wilhelmshaven, we learn, Commander Schwieger "was congratulated on all sides for his sinking of the giant liner." Reading on:

He supposed, and his comrades agreed with him, that while there had been some loss of life, it had not been large, that the ship remained afloat long enough for rescue ships, which did not have to come from any great distance, to save most of the passengers and crew. Schwieger had seen that the vessel was sinking fast, but did not dream that she would plunge the way she did.

Only after reading foreign newspapers did he understand the immensity and horror of the disaster he had wrought. He was appalled to discover the anger of outraged humanity that his act had aroused, and horrified at the thought that he was held up all over the world as an object of odium and loathing. Then he got a reprimand from the Kaiser, a condemnation for having sunk the liner. The other submarine officers resented it bitterly.

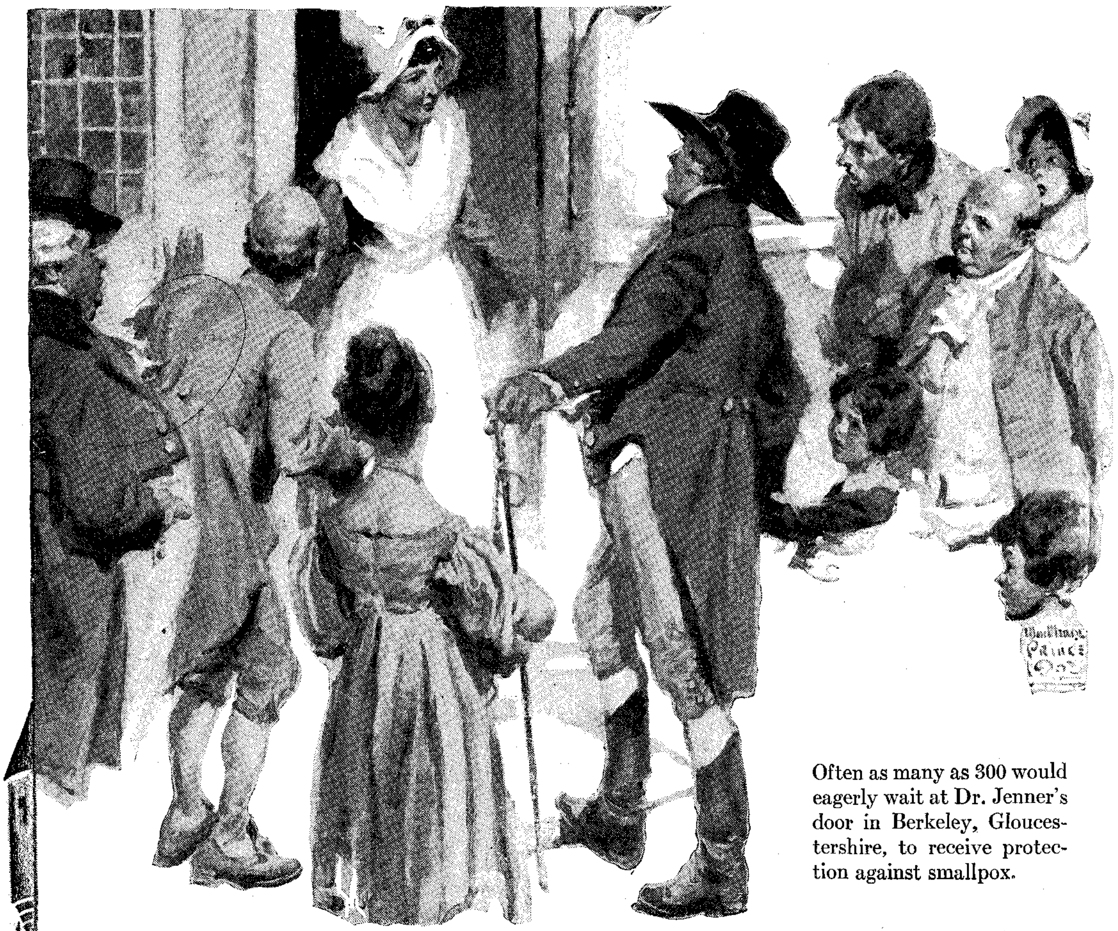
"Schwieger merely carried out orders. He had been ordered to sink any ship he could in the blockaded waters. He saw a big steamer and torpedoed it. Any other U-boat officer would have done the same, would have been compelled to do the same." So they all said. Hence, they believed that if there was any blame, it should be attached to the authorities who gave the orders under which Schwieger acted.

But more careful scrutiny of the question shows clearly that the U-boat commanders are wrong in their conclusion. The customs and usages of civilized nations had long since established a universally recognized unwritten law. That law decreed that in time of war belligerents had a right to capture enemy merchantmen. It went farther, and conceded to them the right to sink their prizes—but only after challenging each ship and then allowing all on board to get away in life-boats. Apparently the Germans had been adhering to this unwritten law of the sea up to the time of the *Lusitania* tragedy. Hence, what possible justification could there be for such a deed?

Some months later the

BUILDING THE FORTRESSES OF HEALTH

One of a series of messages by Parke, Davis & Company, telling how the worker in medical science, your physician, and the maker of medicines are surrounding you with stronger and stronger health defenses year by year.



Often as many as 300 would eagerly wait at Dr. Jenner's door in Berkeley, Gloucestershire, to receive protection against smallpox.

"Will Dr. Jenner vaccinate us, pray?"

Smallpox prowled through London streets in 1796, taking its toll of 3500 human lives. But in that very year its doom was sealed. In a sleepy little village a hundred miles away a young physician and a plucky country boy conspired against the terrible disease—and won!

It was on May 14th, 1796, at Berkeley, Gloucestershire, that eight-year-old James Phipps was given the world's first vaccination by Dr. Edward Jenner.

Jenner's discovery made the boy immune to smallpox. And while the good doctor was for months subjected to ridicule, the time eventually came when long lines of people waited for vaccination before his door.

Vaccination is vitally important today

The greatest of all fortresses of health is the modern protection against smallpox. Yet your doctor will tell you that the rarity of smallpox is itself one great source of danger—for it sometimes leads people to grow careless.

You may remember that in 1925 there were 1610 cases of smallpox, with 163 deaths, in a certain American city. Not a single one of these 163 who perished had been successfully vaccinated within ten years preceding the epidemic.

Why take unnecessary risks? Wise parents realize the urgent need for vaccination today. They ask their doctor that every member of the family be adequately safeguarded against smallpox.

* * *

Your doctor is equipped today to guard you and your family not only against smallpox but also against many other once-dreaded infectious diseases. The story of the safeguards provided by modern preventive medicine is told simply and clearly in a booklet called *Fortresses of Health.* To receive a free copy, just drop a request to Parke, Davis & Company, Detroit, Mich.; Walkerville, Ontario; or London, England.

A PERSONAL NOTE

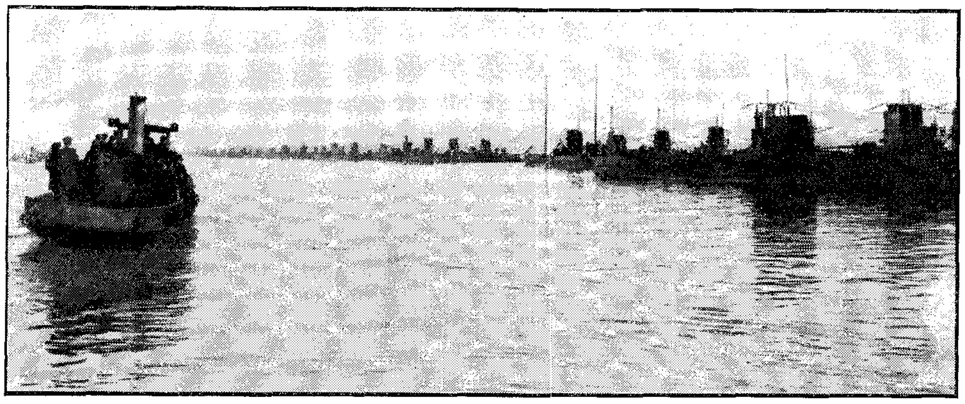
Parke, Davis & Company make a number of special products for your daily home use—with the same exacting care which marks *the manufacture* of Parke-Davis medicines. If you will ask your pharmacist about them, he will tell you that each needs no further recommendation than the simple statement: It is a Parke-Davis product.

PARKE, DAVIS & CO.

The world's largest makers of pharmaceutical and biological products

German Government again went on record by officially recognizing the existence of this ancient law of civilized nations. In one of its notes to the United States appeared these words:

"In accordance with the general principles of visit and search and destruction of merchant vessels recognized by international law, such vessels, both within and without the area declared as naval war zone, shall not be sunk without warning and without saving human lives, unless these ships attempt to escape or offer resistance."



THE GRAVEYARD OF THE KAISER'S UNDER-SEA TERRORS

Surrendered German submarines rusting in sociable desuetude at Harwich, England.

From his own log it is clear that Schwieger neither gave warning nor took the trouble to find out what ship it was that was passing. He found it out, or rather, his subordinate found it out for him, when it was too late, after he had fired his torpedo. He simply sank the great liner, watched her start to keel over, then gave the order to dive, and headed for Germany.

One of the grounds for the Anglo-American supposition that the *Lusitania* had been waylaid by design, was the German Embassy notice inserted in the New York papers, near the Cunard Company's advertisement, on May 1, 1915, the day of the liner's sailing. Mr. Lowell reproduces it, thus:

> NOTICE!
>
> Travellers intending to embark on the Atlantic voyage are reminded that a state of war exists between Germany and her allies and Great Britain and her allies; that the zone of war includes the waters adjacent to the British Isles; that, in accordance with formal notice given by the Imperial German Government, vessels flying the flag of Great Britain, or of any of her allies, are liable to destruction in those waters and that travellers sailing in the war zone on ships of Great Britain or her allies do so at their own risk.
>
> Imperial German Embassy
> Washington, D. C., April 22, 1915.

Here Mr Lowell gives us a grim impression of the *Lusitania* horror from the point of view of a passenger. As we read:

I wanted to hear the tale from the lips of some one who had lived through that most terrible of all the sea tragedies of our time. Last winter, at a Whitehall Club luncheon in New York City, I was introduced to C. W. Bowring, a tall, fine-looking, white-haired, broad-shouldered shipping man. Afterward I learned that he was one of the *Lusitania* survivors. So I called on him, thinking that he might be just the man to give me a coherent account. Nor was I wrong in my surmise.

From a drawer he took a yellow strip of newspaper backed on cardboard to preserve it. It was the famous Von Bernstorff advertisement [quoted above].

"When I was rescued, of course I was wringing wet," said Mr. Bowring. "But I put my hands in my pockets to see what might still be there. This water-soaked ad from the New York *Times* was all that I found. It is my one souvenir from the *Lusitania*." Then he told me the tale.

"Along about noon on May 7th, as we were skirting the Irish coast, I went up on the hurricane deck to get a bit of exercise, and the purser and I were tossing a medicine ball. Standing alongside me, playing ball with some one else, was Elbert Hubbard. That was the last I saw of him.

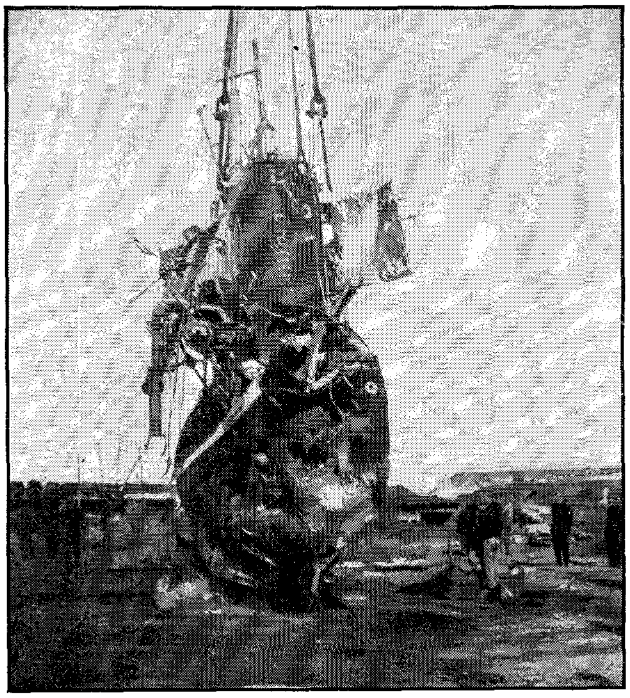
"We went down to lunch rather late and were sitting at the table when the explosion came. Shattered glass from the porthole windows splattered all around us. I got up and hurried on deck. The purser rushed off to his office. That was the last that I saw of him.

"When I got on deck the passengers were milling around, running in all directions, but there was no panic, no screaming. The ship had already started to list to starboard and the crew were trying to lower the boats. One boat got half-way down. But one end gave way and dumped all her crowd of passengers into the sea. A second boat got down part way, then something happened to the ropes. Down it fell, right on top of the first crowd—smashing them, of course. Seeing the way things were going, and that not many had on life-preservers, I decided to go after mine. As I went down the companionway I passed Alfred G. Vanderbilt. He was sitting calmly on a sofa—just sitting, thinking, not a bit excited. That was the last I ever saw of him.

"I carried seven life-belts back on deck and passed them around. Near by stood a gentleman and his daughter, who also had been at the purser's table. She had none, so I fastened a belt around her. It saved her life. Then I tried to get over to the port side of the ship. But by then the list was so great that I couldn't make it, and slid back. The liner was going over fast. I saw how hopeless it was to attempt to get away in a boat. So I waited until the deck rail was within eight feet or so of the water. Then I jumped.

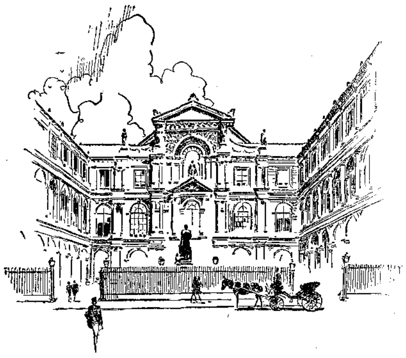
"I had always been keen about sports and was a fair swimmer. But never before had I tried swimming with my clothes on. I struck out, but kept glancing back, keeping one eye on the ship. In another moment or two she would be flat on her side, and I saw that unless I made more speed I would be crushed by one of the huge stacks. A few moments after that it looked as if I might get hit by the mainmast. So I slowed up a bit and it fell right in front of me. Clambering over it, I headed for an empty life-boat. Before I reached it I saw the nose of the *Lusitania* disappear. Her stern rose high in the air. She seemed to poise there for a moment and then, with a lunge, she vanished. Instead of causing a vortex and sucking us down, as I had always heard would happen, the sea seemed to hump up like a big hill. Then, as it flattened out, I was carried farther away.

"One of the ship's officers clambered into the life-boat with me. She was half full of water, and we tried to bale her out with our hands. Then we spent the next few hours diving in and out of



WHAT A MINE DID TO A U-BOAT

Imagine what happened to the crew of this salvaged specimen when the TNT popped. Somewhere on the ocean floor, we are told, lie 178 of the "raiders of the deep."



University of Brussels, where Dr. Mayer is professor

Why I have prescribed yeast for 25 years

by

DR. LEOPOLD MAYER

Belgium's Great Surgeon

DR. LEOPOLD MAYER

Knight of the Order of Leopold and of the Legion of Honor; Officer, Order of the Crown of Italy; Professor, University of Brussels; Secretary-General, International Society of Surgery; Editor-in-chief, Brussels Medical Journal; Corresponding Member, Belgium Royal Academy of Medicine; Correspondent, National Society of Surgery, Paris and Rome.

"By ***reason of its absolute harmlessness, yeast is a remedy of first rank and its wealth of Vitamin B makes it a food of great value. For more than 25 years I have found yeast advantageous in my practice to regulate the digestion of my patients, especially of those affected with chronic intestinal trouble or with biliousness."***

MANY among the exclusive aristocracy of Belgium are patients of Dr. Leopold Mayer of Brussels. Doctors and surgeons throughout the world know him for his scientific writings.

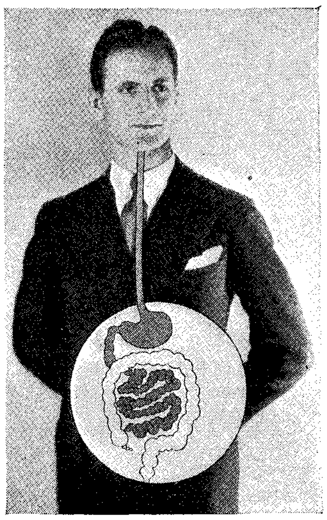
Like thousands of physicians in America, Dr. Mayer finds constipation one of the great handicaps to health.

For 25 years, Dr. Mayer states, he has given his patients yeast. And, in a recent survey in the United States, half the doctors reporting said they prescribed yeast for constipation and its attendant ills.

This is the welcome answer to all those who still suffer from the headaches, colds, indigestion, bad breath and bad skin due to clogged intestines.

Fleischmann's Yeast is a plant, fresh as any garden vegetable. It helps the colon perform its function almost miraculously.

Eat 3 cakes of Fleischmann's Yeast daily, a cake before each meal or between meals. To get full benefit from yeast you must eat it regularly and over a sufficient period of time. Start now. At all grocers, and many leading cafeterias, lunch counters and soda fountains. Write for latest booklet on Yeast in the diet—free. Health Research Dept. C-123, The Fleischmann Company, 701 Washington St., New York, N. Y.



DO YOU KNOW that from throat to colon is one continuous tube? That is why poisons from clogged intestines can spread through the system. 90% of our ailments start here, and here is where yeast works. For a happy, wholesome body, keep your entire intestinal tract clean, active and healthy with Fleischmann's Yeast.

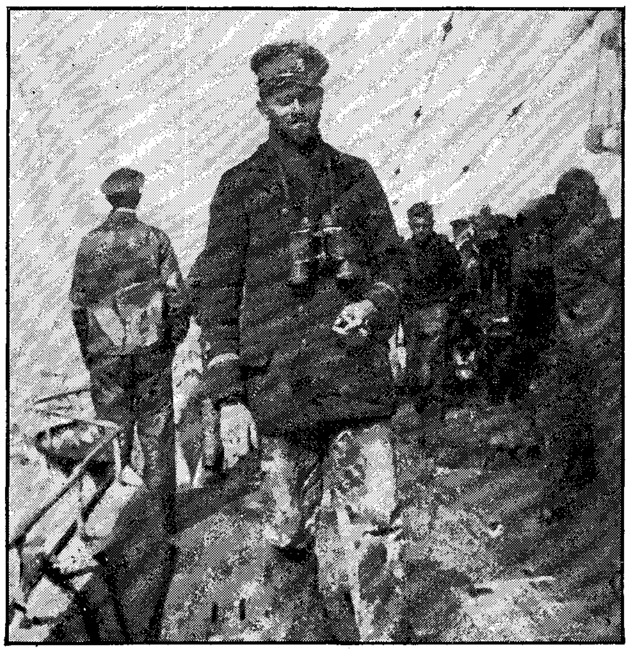
FLEISCHMANN'S YEAST *for* HEALTH

DRURY COLLEGE LIBRARY
Springfield, Missouri

the water, rescuing as many as we could. Most of the people we got hold of were already dead, but we got some twenty safely into the boat. Later, we were picked up by a trawler.

"From her deck we beheld a strange sight that is still a mystery to me. It was of a young woman sitting in a wicker chair, serenely riding the waves. There she sat as tho it was always done that way. When we pulled over to her she was stone cold—unconscious. We brought her to, finally. But she seemed to have no recollection of what had happened. Chair and all, she simply had been lifted off one of the decks by the rushing water when the ship went down. To-day she is one of the best-known women in the British Empire—Lady Rhondda, who since the war has gained international fame managing her father's vast coal-mining interests."

Altho many of the survivors testified that the *Lusitania* had been hit by two torpedoes, Mr. Bowring agrees with the U-boat commander that there was only one. In less than twenty minutes after the torpedo shattered her hull the *Lusitania* had vanished beneath the surface of the ocean along with 1,152 of her passengers and crew. And there she lies to this day, off Old Head of Kinsale on the southern coast of Ireland, in 250 feet of water.



A RAIDER IN AMERICAN WATERS

Dr. Frederick Körner, boarding officer of the *U-151*, which in 1918 sank many vessels and laid mines along our Atlantic coast.

And now we are given the subsequent history of the submarine that sank the famous Cunarder:

A few weeks later the *U-20* tried to torpedo the 15,000-ton *Orduna*, but the liner eluded the missiles and got away. The next big victim was the *Hesperian*, of 10,000 tons, which was sunk on its way from Liverpool to Quebec and Montreal. The following spring the *U-20* sank the liner *Cymric*. The passengers got away in the life-boats. Three torpedoes were exploded against the hull, and then it took five hours before the ship went down.

Another tragic shadow touches briefly the path of the *U-20*—a contact with some of the dark, melodramatic intrigues of our time. In 1916 Sir Roger Casement went to Ireland by the U-boat route to lead a revolt against England there. He was soon caught and hanged. As a quick sequel, the Easter Rebellion in Dublin broke out. It was supprest with bloody fighting and executions by the firing squad. Out of it came the long, desperate struggle of Sinn Fein and the founding of the Irish Free State. The *U-20* accompanied the boat that took Casement and landed him on the west shore of Ireland. Commander Zentner tells of talking with the ill-starred passenger. One memory lingers with a moody insistence.

The stately, bearded Irishman told the young U-boat officer: "I know I will be hanged." And there was in the exclamation a tone of somber foreboding and foretelling that looked evil destiny in the face and did not shirk it.

The snow was falling white and windswept in Lübeck. A flame-topped head rested back against two folded hands. Zentner told me of the last cruise of the *U-20*.

"We cast off from dock on Friday, October 13, 1916. Friday, the 13th—it promised bad luck. Nothing much happened until, off the coast of Norway on our return trip, we encountered our fellow craft, the *U-30*. She was in distress. Both her Diesel engines had broken down, and she was making only three knots an hour. We offered to stay along with her and stand by if anything happened. Sailing on Friday the 13th was bad luck enough—we should have known better than to have anything to do with the *U-30*. She was a Jonah. Almost two years before, when our submarine fleet had set out on one of its first trips, the *U-30* sank in Emden Harbor in 120 feet of water, with all except three of her crew. We passed that way a couple of days later. The tapping of the men in the sunken hull was just ceasing. It was three months before the boat and its dead were brought to the surface. After that the *U-30* had been overhauled and refitted. It seemed a stanch enough craft, but was always getting into trouble. It was a Jonah boat, surely. And now it was struggling with broken engines to get back to harbor.

"The boats were running on the surface near the Danish coast, next day, when both went aground in a bad fog. Our compass was off and we had steered too far to the east. Between the wind, the tide, and the waves, we were lodged tight on a sandbar. When we found we could not back off, we began to lighten ballast. That worked with the *U-30*. Throwing overboard about thirty tons of weight, in a couple of hours they had her free and in deep water again. But our boat stuck fast. Altho we struggled all night to get her off, it was hopeless, and when morning came we were still sitting there. In fact, the last I heard of her, ten years later, she was still sitting there.

"We were in Danish territorial water, of course, and knew that if discovered by the Danes we should be interned. So the commander lost no time in sending an S O S to the nearest German base. A rescue squadron set out at once—not just one or two boats, but a whole fleet of torpedo-boats, and even our big men-of-war. You see, we were afraid the British might have picked up our S O S and dispatched some fast cruisers of their own to spoil the party. If they could have broadcast to the world that they had destroyed the U-boat that sank the *Lusitania*, it would have had almost the same moral effect as a real naval victory. German headquarters knew this—hence the big rescue force.

"Some of the smaller boats at once began to tug and haul and try to pull us off, while the big fellows stood watch. But it was no use. The tow-ropes and chains broke three times. We waited for high tide at eleven o'clock. Still no use. The *U-20* refused to budge.

"'We'll blow her up,' Commander Schwieger announced.

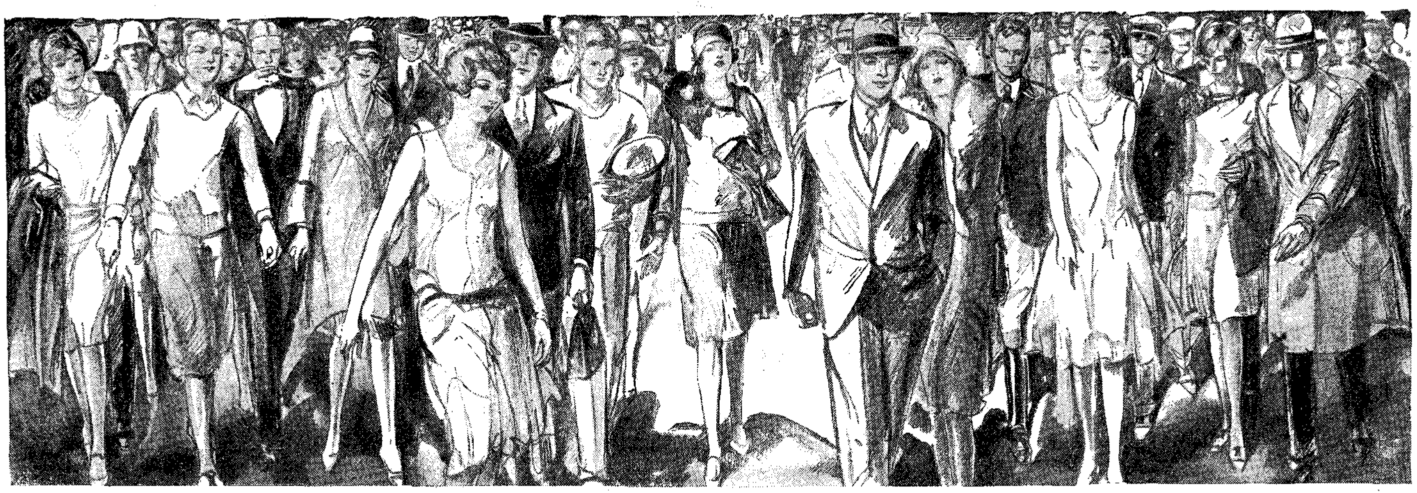
"So we took off our ship's papers and personal belongings and planted a few bombs. The rescue boats took us aboard, and we pushed off. There were several loud explosions, and what had been a fine submarine was turned into scrap-iron. I suppose the *U-20* still lies there rusting on a shoal off the coast of Denmark.

"With the *U-30* in tow, the rescue ships started back toward their base. Suddenly there were two more terrific explosions. We had been right about the British picking up our message. Two of our battle cruisers had been torpedoed by an enemy submarine. The *Grosser Kurfürst* was hit in her engine room and the *Kronprinz* was torpedoed squarely under the bridge. Crack torpedo shots, both of them, but not quite fatal. It took more than one torpedo to sink those big dreadnaughts. Both somehow managed to stagger back to port."

Much of Mr. Lowell's information on the *U-20* is credited to one of Schwieger's lieutenants, Rudolph Zentner, now a wine importer in Lübeck, who, as luck would have it, did not participate in the *Lusitania* cruise. Zentner describes the *U-20* as a jolly craft, "the gayest of all the raiders of the deep," and tells of a hilarious Christmas celebration at the bottom of the gray and stormy North Sea. He speaks highly of Schwieger as a submarine expert, recognized as one whose advice was sought by Grand Admiral Von Tirpitz. Of his last voyage, on which he steered to some mysterious doom, we learn this much, in the words of the admiring Zentner, which supply a fitting epilog for the *Lusitania* tragedy:

"Commander Schwieger then assumed command of the *U-88*, a new, big boat of the latest design, and took most of his old crew with him. I made two cruises with him and then missed a cruise, just as I had done when the *Lusitania* was sunk. The boat never came back. It was lost with all on board during September, 1917, probably in the North Channel between Scotland and Ireland. I have never heard what fate befell my comrades. One rumor is that they hit a mine. Another is that they were sunk by a British Q-ship. Schwieger and his men had gone to join the victims of the *Lusitania* on the floor of the sea."

strangers



Every twenty-four hours six thousand of them emerge out of adolescence—light-hearted, thoughtless, gay. Tomorrow there will be another six thousand . . . and again another . . . and yet again. They know nothing of you or your product, and you know nothing of them. In the fullest sense they are strangers . . . upon whose favor future trade depends.

These six thousand strangers are brought daily into the buying market by the natural growth of the nation. Six thousand new prospects between sun and sun, with needs to fill, and many of their buying habits yet unformed. Six thousand purchasers of somebody's perfume . . . somebody's brand of food . . . somebody's car. More than two million of them every year!

To the manufacturer who intends to perpetuate his business, it is vitally necessary to make the acquaintance of these six thousand strangers . . . and the six thousands which will succeed them in endless sequence. The whole future hangs upon their friendship. He should not for a moment relax his efforts toward that end.

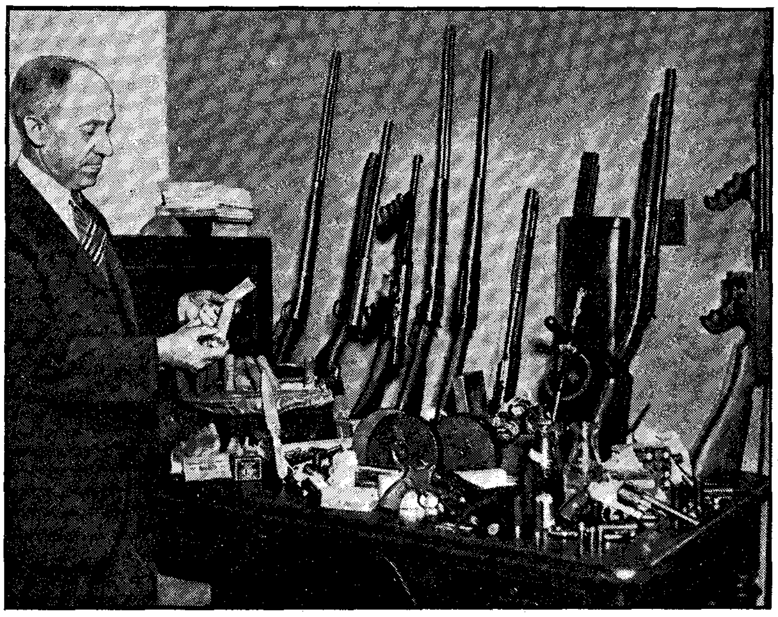
There is only one way for him to capture the attention and good-will of these desirable strangers. Advertising is his letter of introduction. Today he should advertise . . . and tomorrow . . . and the day after. And the fruit of this ceaseless solicitation will reveal itself in an ever-growing number of new adherents . . . an ever-firmer loyalty of the old.

This is the plain truth confronting those who do not advertise, and those who do so inconsistently: So long as the stream of life continues to flow, that battle will never end. The fortunes of trade will lie always with those youthful strangers yearly entering the market . . . two million potential buyers of your product . . . two million customers . . . two million friends.

N. W. AYER & SON, ***ADVERTISING HEADQUARTERS***
PHILADELPHIA **NEW YORK BOSTON CHICAGO SAN FRANCISCO**

HOW THE GANGSTER GOES INTO BATTLE

TRAFFIC WAS HEAVY AT Madison and Dearborn Streets, one of the busiest corners in Chicago, but outwardly the night was peaceful and harmless. So, at least, it seemed to Tony Lombardo, President of the *Unione Siciliano* and close friend of the famous "Scarface" Al Capone. Altho he was attended by his double body-guard, Joseph Ferrara and Joseph Lolordo, whose presence served to remind him of the constant peril in which he walked, Lombardo seemed quite at ease. But the peace was shattered rudely. A trio from an enemy gang stept up, two in front and one behind. Three automatic pistols spat together. Lombardo and Ferrara fell, while Lolordo fled. In his dying agony Lombardo drew his own pistol and fired, but his shots went wild, endangering the crowd. He had been marked for death for a year, ever since he had changed gangs, we read in a copyrighted article in the Philadelphia *Public Ledger*, which opens an account of gunmen's arsenals in cities where gang war rages, with several incidents of this sort. Returning to the murder of Lombardo, we learn that the police found in a house opposite his home two automatic shotguns, rifles, and thirty-seven sticks of dynamite, all meant for the use of his enemies. Then *The Public Ledger* reminds us of the slaying of Frankie Uale in Brooklyn, and that of Hugh McLoon in Philadelphia, and continues to discuss the weapons used:



Photograph by courtesy of the Philadelphia *Public Ledger*

A DANGEROUS ARSENAL OF CRIME

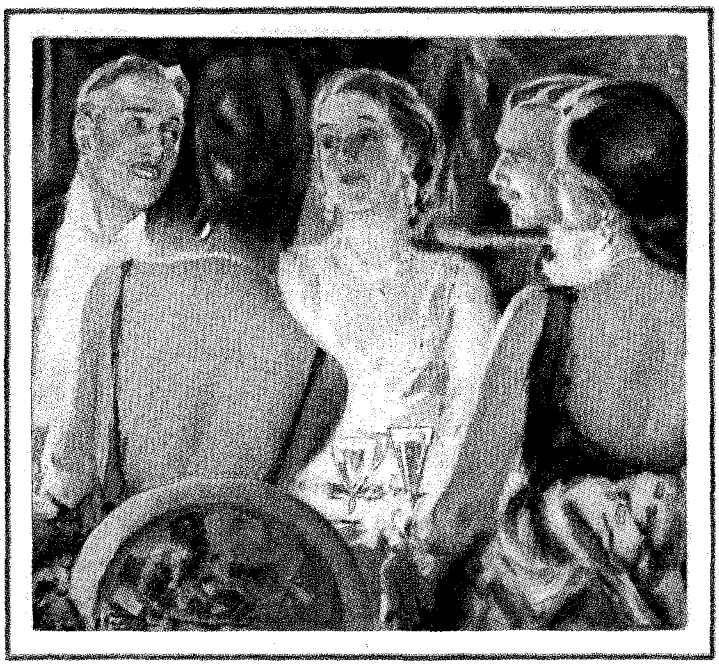
Machine-guns, sawed-off shotguns, and other formidable weapons, are included in this recent police capture.

> In the repeated reports of gang warfare, bootlegger, and hijacker feuds, and deaths due to a desire for personal vengeance, the sawed-off shotgun and the automatic pistol are most frequently mentioned as the weapons of the killers.
>
> The sawed-off shotgun has been in literature for some years. It has been a favorite instrument of death with many authors, but only in the past five years has its wide-spread use by the lawless become a common fact of every-day life.
>
> A sawed-off shotgun is what its name implies. The barrel, usually thirty inches or a trifle longer, is cut in half or less. Very often the stock is also cut off to the section which is carved and serrated. The shoulder support becomes a revolver grip, and instead of having to lift the gun to the shoulder for aiming and firing, it can be fired with one hand.
>
> At first glance it does not seem like a very effective instrument for any purpose. It appears clumsy and unbalanced, but because of the manner in which the gunman conceals and uses the weapon, it is almost ideal for "bumping off" the man he is out to get.
>
> Detectives say that the short barrel and the reshaped butt make it possible to conceal the weapon in a leg of the trousers or under a coat, tho it is rarely found on the person.
>
> Where the gunman finds it useful is in shooting from a moving automobile. It is deadly at close range. Where fast-moving action would require expert marksmanship with a pistol, the spreading contents of the shotgun cartridge make it almost certain that the man for whom it is intended will receive a deadly serving of the lead.
>
> The gunman usually buys the double-barreled shotguns sold everywhere, but especially those on display in the windows of pawnshops and second-hand establishments. For a few dollars he is able to obtain a weapon capable of terrific human destruction.
>
> The cartridge contains about an ounce of lead. There are cartridges which contain tiny lead pellets, but these do not serve the gangster's purpose as well as the buckshot, about the size of large peas or "pee-wee" marbles. There are twelve in a cartridge. The length of the barrel helps to keep the lead balls together and hinder the tendency to spread, but when fired from a sawed-off barrel, the buckshot forms a larger pattern. Fired from across the street, the shot will cover an area somewhat under three feet, and it is hardly possible for the pellets to miss the intended victim.
>
> This explains why the sawed-off shotgun is the gunman's favorite weapon. Men riding in a death-dealing car, already having selected the point where the man marked for killing is to be shot, rest the gun on the window of the car as they come opposite and let the barrels go in quick succession. It does not require experience with firearms to bowl a man over at close range with such ammunition.
>
> As the buckshot are made of soft lead, they flatten upon impact with the flesh and tear a hole of increasing size in the tissues. In the McLoon killing the power of the lead at close range was sufficient to knock down the victim, and the wide pattern made by the pellets also found the bodies of his companions.

When stories are given out of machine-guns being used by fighting gangs, it is usually an automatic shotgun or an automatic rifle which has been used, we are told as we read on:

> Setting up a machine-gun for gang battle is unnecessarily intricate, and the gunman takes to battle the simplest forms of lethal weapons.
>
> The sound of a machine-gun is a light and constant patter, but when an automatic rifle or shotgun goes into action the noise has a heavier body.
>
> Automatic shotguns are of the single-barrel type with a chamber holding five cartridges. The fresh cartridges are swung into place by a steel spring as the used shot is ejected.
>
> The type of machine-gun which has been sold to gangsters, as disclosed in the Philadelphia investigation of the relation between bootlegging and gang warfare, is the gun which can be fired from the shoulder.
>
> The Browning and Thompson types are both being sold in considerable quantities. Thompson guns were sold to purchasers at $125 each, according to evidence made public by the District Attorney's office in Philadelphia. The accompanying book of instructions stated:
>
> "A rate of fire of 100 aimed shots a minute can easily be obtained."
>
> Another booklet proclaimed:
>
> "Bursts of three to six shots produce most accurate results."
>
> During the war there was a great outcry at the atrocious barbarity of using dum-dum bullets, a charge made against the Germans. The cartridge filled with buckshot is literally several dum-dum bullets, because the lead flattens and makes a larger hole in the flesh the farther it penetrates.
>
> The owner of the Philadelphia arsenal patronized by gunmen had 450 Vickers machine-guns, capable of firing 100 shots a minute, on March 10, 1927, and by the end of this summer he had sold virtually all of them at $150 each.
>
> Seven of the bullet-proof vests were sold to the so-called king of the bootleggers, according to the District Attorney's information. The vests were sold for $150 each.
>
> For efficiency the underworld uses another very important murder accessory, which is the "silencer," an attachment which suppresses the noise of the gas explosion by leading the gases resulting from the concussion into a chamber which eases them more slowly into the atmosphere. The "silencer" is attached to the muzzle of the firearm, and makes the sudden onset of death a ghostly visitation.

PACKARD



The distinguished beauty of the Packard Eight is universally recognized and lauded by every gathering of fine car owners.

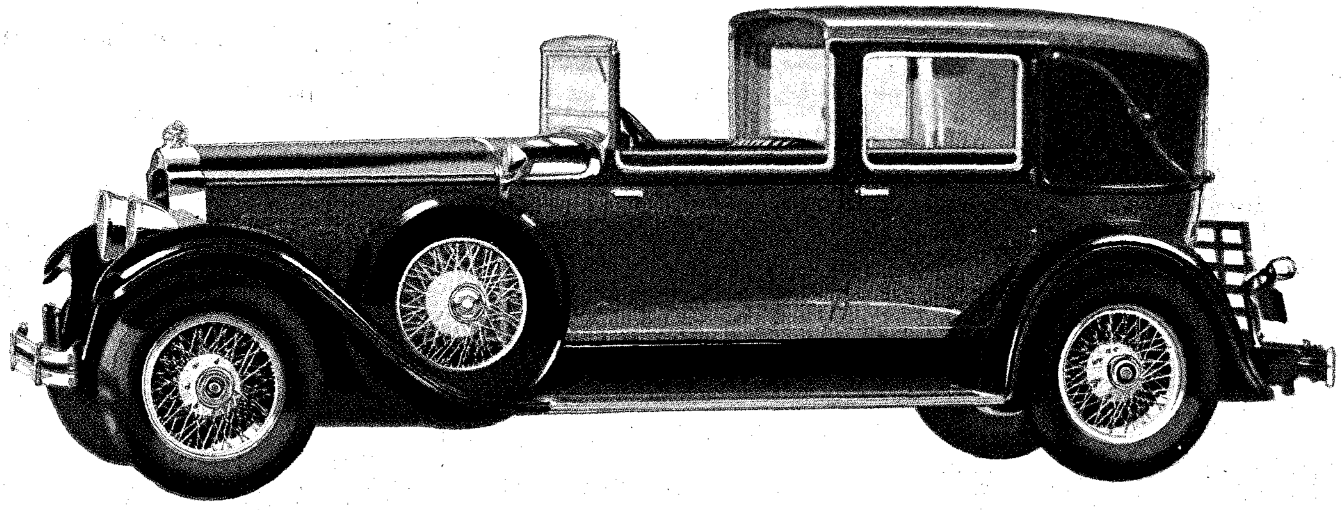
Packard beauty, of course, is not solely responsible for the high favor in which Packard cars are held both at home and abroad.

But in this day of rapidly varying fads and fancies in car design, Packard's distinctive grace of line is an important factor to those who buy for more than a year.

Packard long ago created an enduring style. It has been refined but never lost in succeeding models. The characteristic Packard beauty is recognized everywhere —the world around. A Packard is always a Packard.

The new Packard combines a still more distinguished appearance with unique mechanical improvements which make it the most restful and easy-riding car ever built. Artistry and engineering have joined in producing a new masterpiece of luxurious transportation.

ASK THE MAN WHO OWNS ONE



CURRENT ▾ POETRY

Unsolicited contributions to this department can not be returned

ASIDE from Robert Frost, northern New England is less vocal poetically than many other sections of the country. Frost, however, has his disciples. *Driftwind from the North Hills* is a North Montpelier magazine in its third year, and the drab New England spirit prevails as this group shows:

TRANSLATION FROM THE AMERICAN

By Brest Teachout Orton

URN BURIAL

Sophriney, close that bedroom door,
I plan never to use that room again;
Best to leave it . . . just as it was.
No, don't even go in there to dust. . . .
I want to leave that room, fixings and all,
In the places she left them. Leave the bed clothes too,
Just where she laid them back, and the two cushions
In the chairs.
She has gone. . . .
I know she'd want it left.

That's the way she'd want it.
Even when she used to go away
Visiting for a week or two somewhere,
When she'd come back
Things out of place disturbed her, made her cry,
She wanted everything in its own place. . . .
That's the way I aim to leave it.

She might come back . . . they say such things do happen,
Stranger things have. Well, if she does,
She'll find her things all in the drawers and closets
Just as they were . . . just as she laid 'em there.

FARM

Her husband built stone walls around the pasture,
To mark it off from fertile tillage land,
And from forests of pine,
Valuable in forty years.

But around her built a higher wall;
A wall that froze her heart to stone
And buried out of sight the hopes she had—
Hopes that would have been fruitful. . . .
Given a little sun . . . a little care . . .
And harvested in the right season.

He thought if he spent all his time
On the tillage land,
He could leave the rest to God.

IN PETTIBONE HOLLOW

Down in God-forsaken Pettibone Hollow
About a day's ride from nowhere and pretty
As an iron sink,
I saw old Lem Munson digging a cellar for his new barn.
Slimy cold water oozed round his shovel
Faster'n he could throw out the black mud;
The old barn was half buried in its own ruins,
And the house beside it was about as strong
As a yearling heifer sick with hoof and mouth.

Besides all this,
The brook back of the place used every spring
To rise and carry off the hens and a turkey or two.
The only thing that staid by Lem forever
Was a bunch of hogs that stank the place to death.

I said, "Now why try building here again. . . .
Why not let the whole shebang fall down,
Or tear it down and use the best timbers over.
Get out of the road . . . move up on that green hill,
You'll feel better and I'll bet a cent
Your wife won't be plagued with rheumatics any more;
Get out of this hole and build a place
Where you can live in peace and easier."
Lem leaned on his shovel and thought awhile,
Then looked around the place and up to the hill above;
"No . . . No . . . I couldn't do that," he finally said,
"I'd have to come down . . . for my mail."

RETURNING voyagers will find in *G. K.'s Weekly* (London) an aroma of one of their hastily snatched emotions:

A GREAT ADVENTURE

By Armel O'Connor

In his own dear Arden, Shakespeare,
On a signal night in spring,
Went adventuring and met with
New words to sing.
And the silver moon was peering
Through the black of branching trees;
And the moment was for William,
Eternity's.

He had sought this place of wonder
Since the first hour he was man,
When the perfect name for woman
He knew was Ann.
And he found the tree of heaven,
Where are nested magic birds,
Where the green leaves are for healing . . .
And birds are words.

Then, *Enchanted*, *Willow*, *Wild-sea*,
And a thousand others flew
From a depth of things forgotten,
To live anew
In the great heart of the poet,
Knowing death was not to be
When he offered Ann a music
For you and me.

A CYNICAL view of modern progress appears in *The Nation and Athenæum* (London):

A SLAG HEAP

By Thomas Joseph Ganley

"Corn cannot grow in this miasma,
It chokes my fields when the wind is in the west,
Look at those thorns. . . ." The sulphuric clouds hung
Over the young corn, its green youth
Withering in patches to a sickly brown.
Thorns gasped their last greenness on the poisoned air.
I held a handkerchief over my nose,
We went on to the farm and had tea.

This smouldering heap, colliery excrement,
Year by year had crept down the little valley,
Whose little stream runs in a pipe now, my lord
Made it a concrete bed. Its leaning willows
He gave opportunities of pondering subjects
Of geologic interest. Its hollies and thorns,
From avarian and meteorological study he diverted
To the marvels of spontaneous combustion.
("Above all, these years are years of educational progress—"
Somebody or other in a recent speech.)

Its brambles no doubt are highly pleased,
At the thought of the raddle there'll be
For suburban tennis courts in the years to come,
Where our sturdy peasantry will play on summer evenings
(If they have the money for the peculiar implement required),
Then go home and listen to the wireless—"Tennis Hints,"
Or, "Music relayed from Lhassa—"
Blackbirds? Willows? Streams? The may in bloom?
"Never seen 'em, no, but we've heard about 'em on the wireless. . . ."

WHEN Mr. Coppard turns from fiction to verse, he attains the same high quality. This is in *The New Republic* (New York):

THE PLOVER

By A. E. Coppard

Gone are your sweet cadenzas,
O little world of song;
But I foresaw no evil
And tarried overlong.

As I went on my way
I heard a plover calling
"O lost one, here am I—
What hap is thee befalling?"

Rude hap had smote her bantling,
For in my smiling road
Its dusty bosom vaunted
The dear last drops of blood.

All unaware she called
Nor knew her chick lay dying;
The plover, on and on,
Went crying, crying, crying.

I, too, die on my journey;
Yet tender voices strive,
And call and call and call me
As though I were alive.

IF one would shuffle off the restraints of civilized life and enjoy the free life of the road, one might ponder first on this from *The Nation* (New York):

BEGGAR'S SONNET

By S. Bert Cooksley

Better be blind than see what beggars see
In their brown sacks when the day is over,
And the wind in his rags walks down the lea
And the spent lark pushes into clover.

Better be mute than speak what beggars speak
Round their green fires when the moon is coming,
And the gaunt lizard paddles to the creek
And the brittle locust begins drumming.

Better be deaf than hear what beggars hear
In the pitch night when they draw their covers,
And the star-crazy wood rats blunder near
And the blank owls become noisy lovers.

Rather than dream their dreams till day returns,
Better stretch dead across the loco ferns.

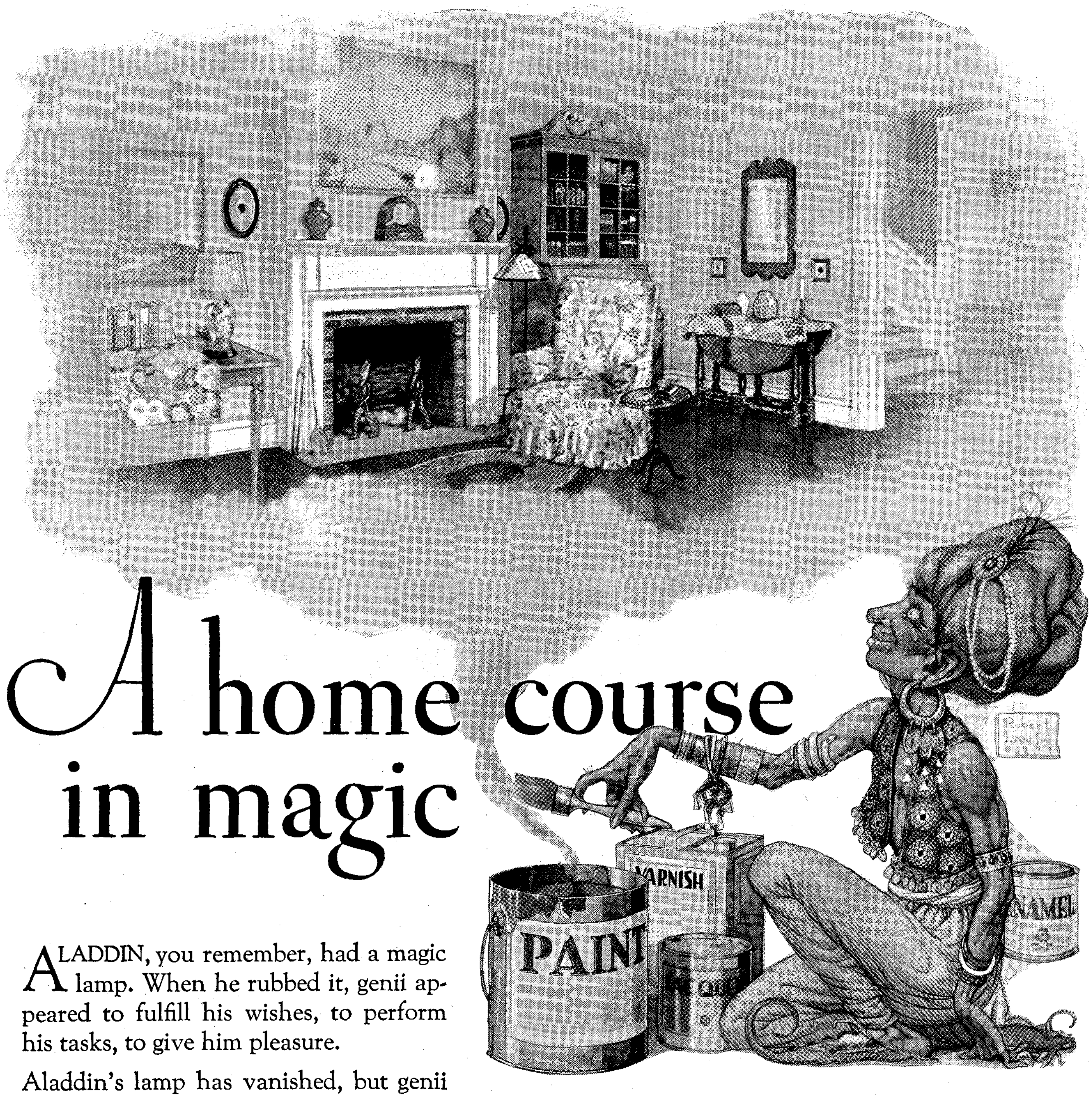
LONG ago that fascinating book, "The Wind in the Willows," brought us something that the following from the London *Spectator* now pleasantly recalls:

EARS

By D. M. Holland

Oh, how I hate to hear Nurse say,
"Now have you washed your ears to-day?"
The other things one's got to do,
Like brush your hair, or tie that shoe,
Or wipe your mouth and say your grace,
Or clean your hands and sponge your face,
All these make children's lives a pest,
And give them little or no rest.
But all of these I'd greet with cheers
To be excused from Wash Your Ears.

When I'm grown up I often think
How I'll have lemonade to drink,
And ices every day, of course,
And six large dogs and p'r'aps a horse.
And no one ever there to say
"Now tidy up, and stop your play!"
I daresay I'll be rather dirty
When I'm a quite old man of thirty,
But once grown up I tell you plain
I'll *never* wash my ears again!



A home course in magic

ALADDIN, you remember, had a magic lamp. When he rubbed it, genii appeared to fulfill his wishes, to perform his tasks, to give him pleasure.

Aladdin's lamp has vanished, but genii still live—many of them in cans of paint, varnish, enamel and lacquer. Opening the cans releases them to do your bidding—to adorn your house, to protect your property, to give you the joy of a colorful, modern home.

Quickly, these genii who live in paint cans make old homes young, too, outside and in. They place at your command color itself and all color's rare combinations in tasteful decoration. They transform old walls, old woodwork, into attractive new rooms. They restore old furniture—give it modern dress, colorful dress. Modern magic.

When you buy paint—or varnish or enamel or lacquer—you buy far more than just cans of liquid. You buy beauty, color, decoration—and still more. You buy the means to change color schemes, change decorations, when you wish and as you wish. You buy protection for your property, too—protection against the attacks of Nature and protection against the wear and tear of happy use. For when you paint to beautify, you preserve; when you paint to preserve, you beautify.

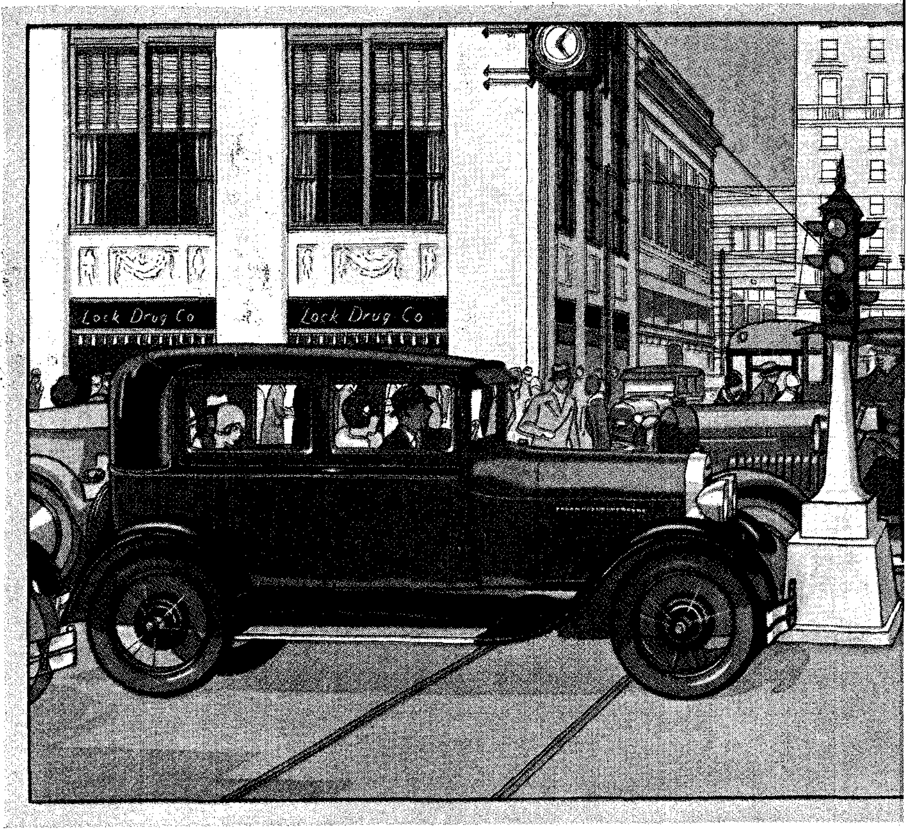
"Save the surface and you save all" - Paint & Varnish

SAVE THE SURFACE
CAMPAIGN
18 East 41st Street, New York

This cooperative movement by the Paint and Varnish Industry has for its object the awakening of the public to the economic need for paint and varnish products. The world-wide slogan, "Save the Surface and You Save All," is your reminder of that need. Discrimination in the selection of materials and in their proper application is essential to good results. Your guide to quality and satisfaction is the reliability of the individual manufacturer, dealer or painter.

© 912, 1928, Save the Surface Campaign

The safety of the fully-enclosed Six-Bra



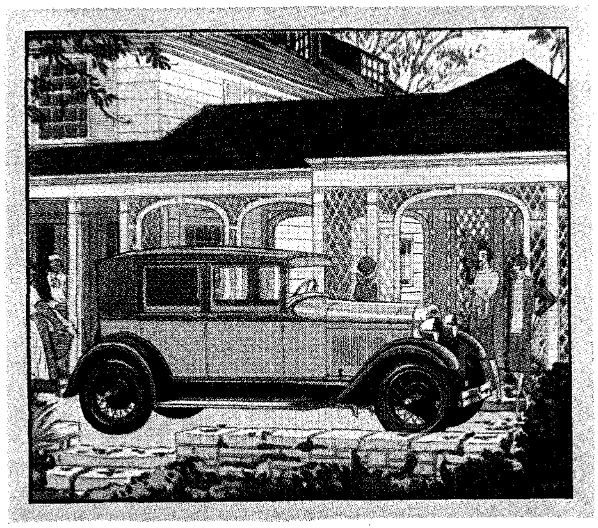
Especially in traffic you will appreciate the safety of the Ford six-brake system. Ease of steering and the smooth action of clutch and gear shift are also important control features.

ONE of the first things you will notice when you drive the new Ford is the quick, effective, silent action of its six-brake system.

This system gives you the highest degree of safety and reliability because the four-wheel service brakes and the separate emergency or parking brakes are all of the mechanical, internal expanding type, with braking surfaces fully enclosed for protection against mud, water, sand and grease.

The many advantages of this type of braking system have long been recognized. They are brought to you in the new Ford through a series of mechanical improvements embodying much that is new in design and manufacture.

There is perhaps no single feature of the new Ford which represents such a decided step forward in automobile engineering as the unique yet simple way by which a special drum has been constructed to permit the use of two separate sets of internal brakes on the rear wheels.



The new Fordor Sedan is so carefully and beautifully finished and so richly appointed that it has the appearance of a custom built car. You will be delighted, too, with the generous room provided for all five passengers and the comfortable tilt of the deeply-cushioned lounge seats.

The brake construction on the front wheels also is unusual. Here the brakes are fully enclosed without the necessity of a leather boot or sliding joint to protect the linkage between the brake rods and the mechanism on the brake plate. Such simplicity of design helps to insure reliability and long life.

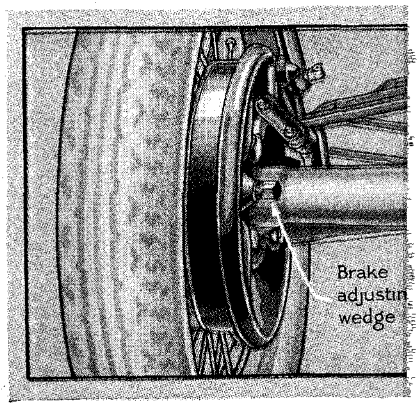
A further improvement in braking performance is effected by the self-centering feature of the four-wheel brakes—an exclusive Ford feature.

This construction brings the entire surface of the shoe in contact with the drum the instant you p
your foot on the brake pedal.

An example of the close limit
measurement used in manufactur
the new Ford is found in the br
drums.

These drums measure eleven inc
in diameter, yet they are held
within five one-thousandths (.
of an inch—a remarkably fine li
on such a wide diameter. The pl
on which the braking mechanis

This illustration shows the convenient location o wedge or screw that adjusts the brake shoes on the Ford. This wedge is so notched that all brakes can b alike simply by listening to the "clicks." All adjust should be made when brakes are cold.



System *is an outstanding feature of the* New Ford

FEATURES OF THE
NEW FORD CAR

Beautiful low lines
Choice of colors
55 *to* 65 *miles an hour*
40-*horse-power engine*
Remarkable acceleration
Fully-enclosed six-brake system
New transverse springs
udaille hydraulic shock absorbers
to 30 *miles per gallon of gasoline*
Triplex shatter-proof glass windshield
Reliability and low up-keep cost

✦ ✦ ✦

unted are of cold spun steel. All rking parts are cadmium plated prevent rusting.

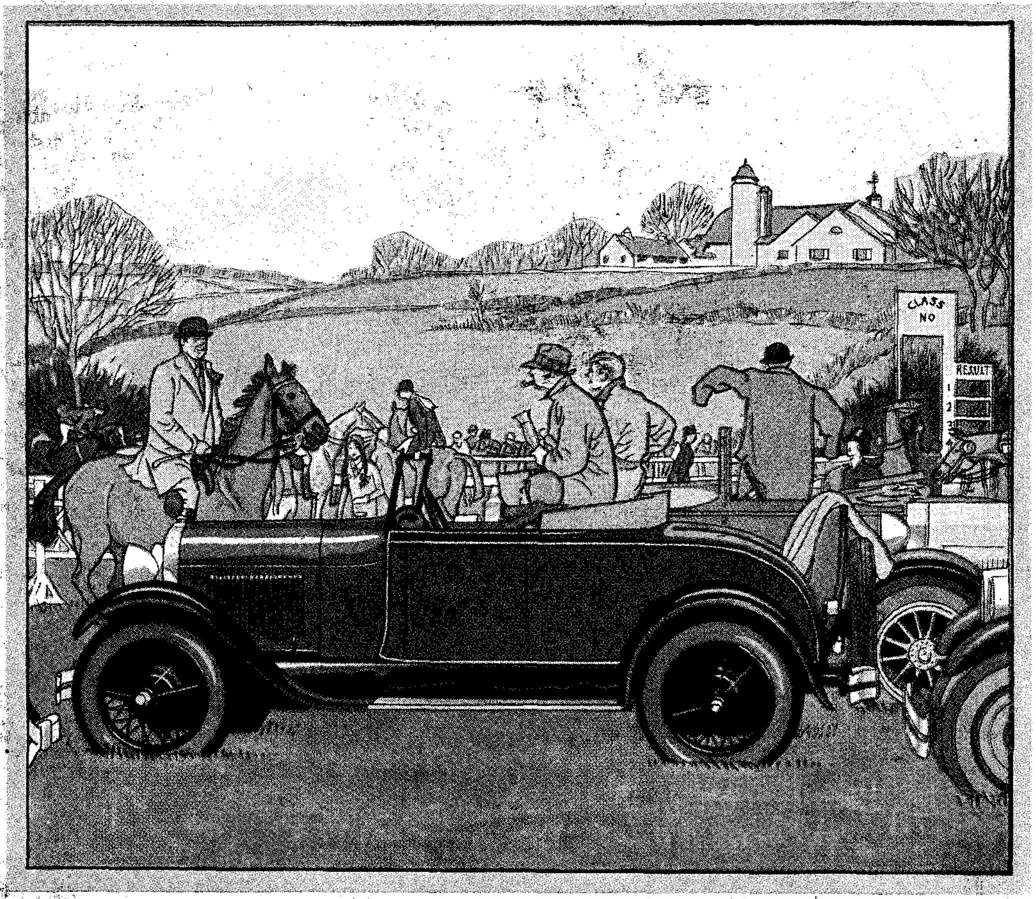
There are definite reasons, there- e, for the safety and reliability the new Ford brakes—for their ck ease of operation—for the ooth yet commanding way they e hold at a slight pressure on brake pedal or hand lever. This nforting assurance that your kes are fully equal to every need emergency means a great deal to ur peace of mind and adds immeasurably to the joy of motoring.

Another feature of the brakes on new Ford is the ease of making adjustments without special tools and without removing a single part.

The four-wheel brakes are adjusted by turning a regulating wedge or screw conveniently located on the outside of each brake plate. This screw is so notched that all four brakes can be set alike simply by listening to the "clicks."

The emergency or parking brakes on the new Ford require little attention. However, should they need adjustment at any time, consult your Ford dealer for prompt, courteous, and economical service.

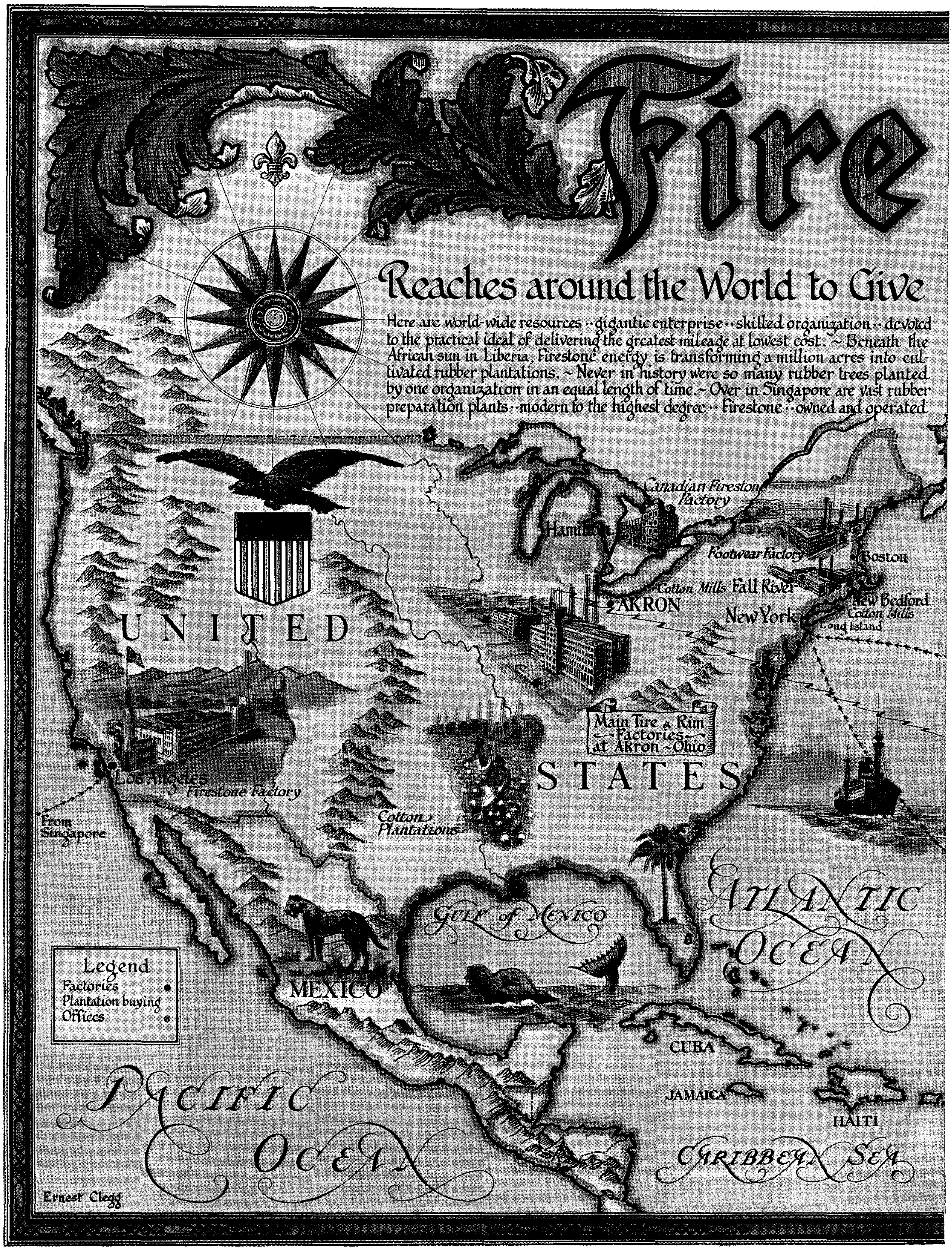
He works under close factory supervision and has been specially trained and equipped to help you get the greatest possible use from your car over the longest period of time at a minimum of trouble and expense.



Alert and powerful is the new Ford Roadster—a car that puts a new joy in motoring. Finished in a choice of colors, as are all the new Ford cars. Equipped with rumble seat at slight additional cost.

FORD MOTOR COMPANY

Detroit, Michigan



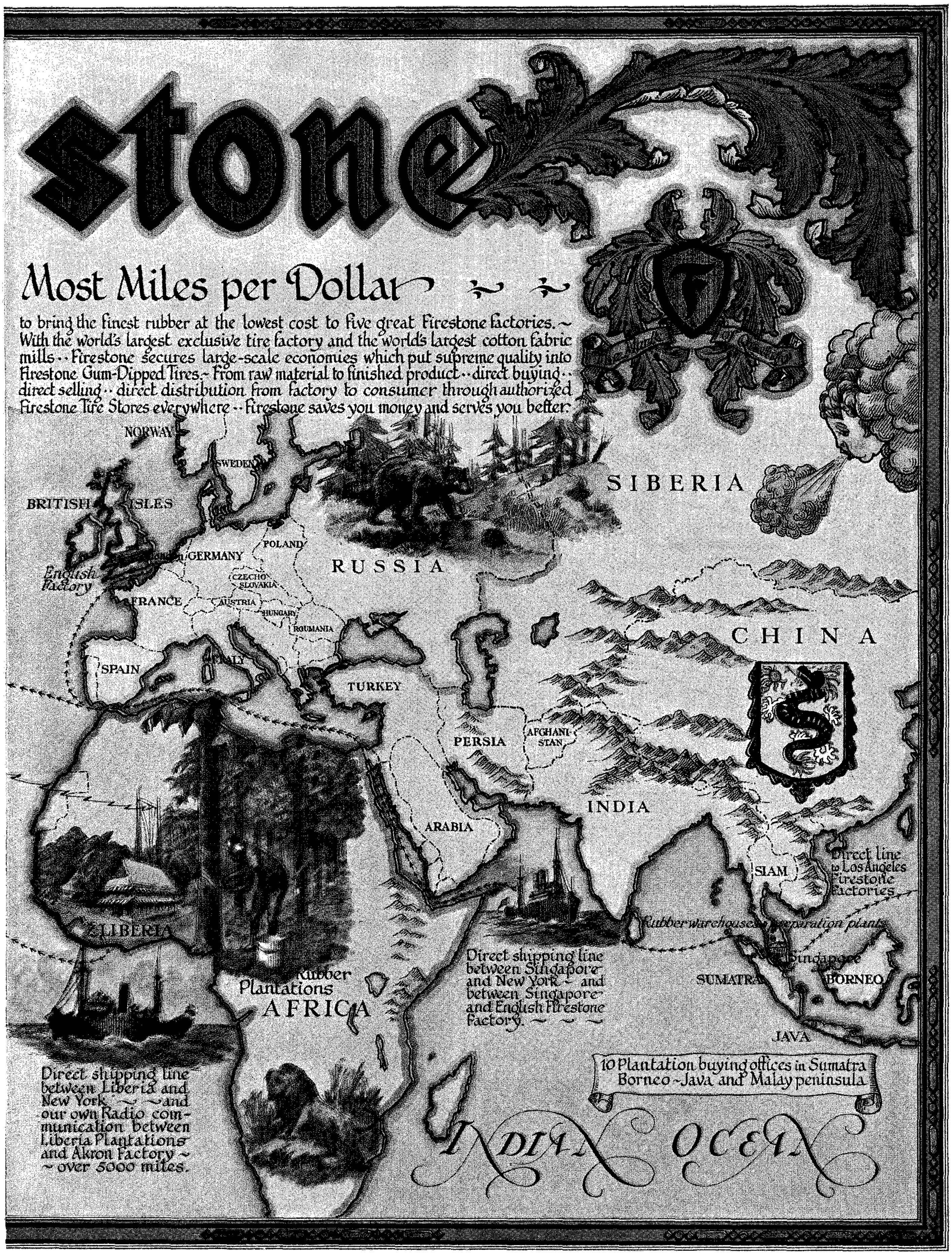
Fire

Reaches around the World to Give

Here are world-wide resources ·· gigantic enterprise ·· skilled organization ·· devoted to the practical ideal of delivering the greatest mileage at lowest cost. ~ Beneath the African sun in Liberia, Firestone energy is transforming a million acres into cultivated rubber plantations. ~ Never in history were so many rubber trees planted by one organization in an equal length of time. ~ Over in Singapore are vast rubber preparation plants ·· modern to the highest degree ·· Firestone ·· owned and operated

Canadian Firestone Factory
Hamilton
Footwear Factory
Boston
Cotton Mills Fall River
AKRON
New York
New Bedford Cotton Mills
Long Island
UNITED
Main Tire & Rim Factories at Akron - Ohio
STATES
Los Angeles Firestone Factory
From Singapore
Cotton Plantations
GULF of MEXICO
ATLANTIC OCEAN
Legend
Factories ●
Plantation buying Offices ●
MEXICO
CUBA
JAMAICA
HAITI
PACIFIC OCEAN
CARIBBEAN SEA
Ernest Clegg

This map shows why Firestone Gum-Dipped Tires are breaking all world records for mileage, durability, safety, speed and economy. These tremendous resources and world-wide purchasing power secure the best possible materials at the lowest possible cost. Gum-Dipping—the patented Firestone



stone

Most Miles per Dollar

to bring the finest rubber at the lowest cost to five great Firestone factories.~ With the world's largest exclusive tire factory and the world's largest cotton fabric mills·· Firestone secures large-scale economies which put supreme quality into Firestone Gum-Dipped Tires.~ From raw material to finished product··direct buying··direct selling··direct distribution from factory to consumer through authorized Firestone Tire Stores everywhere··Firestone saves you money and serves you better.

NORWAY
SWEDEN
BRITISH ISLES
English Factory
GERMANY
POLAND
RUSSIA
SIBERIA
CZECHO-SLOVAKIA
FRANCE
AUSTRIA
HUNGARY
ROUMANIA
SPAIN
ITALY
TURKEY
CHINA
PERSIA
AFGHANISTAN
INDIA
ARABIA
SIAM
Direct line to Los Angeles Firestone Factories
Rubber warehouses & preparation plants
LIBERIA
Rubber Plantations
AFRICA
Singapore
SUMATRA
BORNEO
JAVA
INDIAN OCEAN

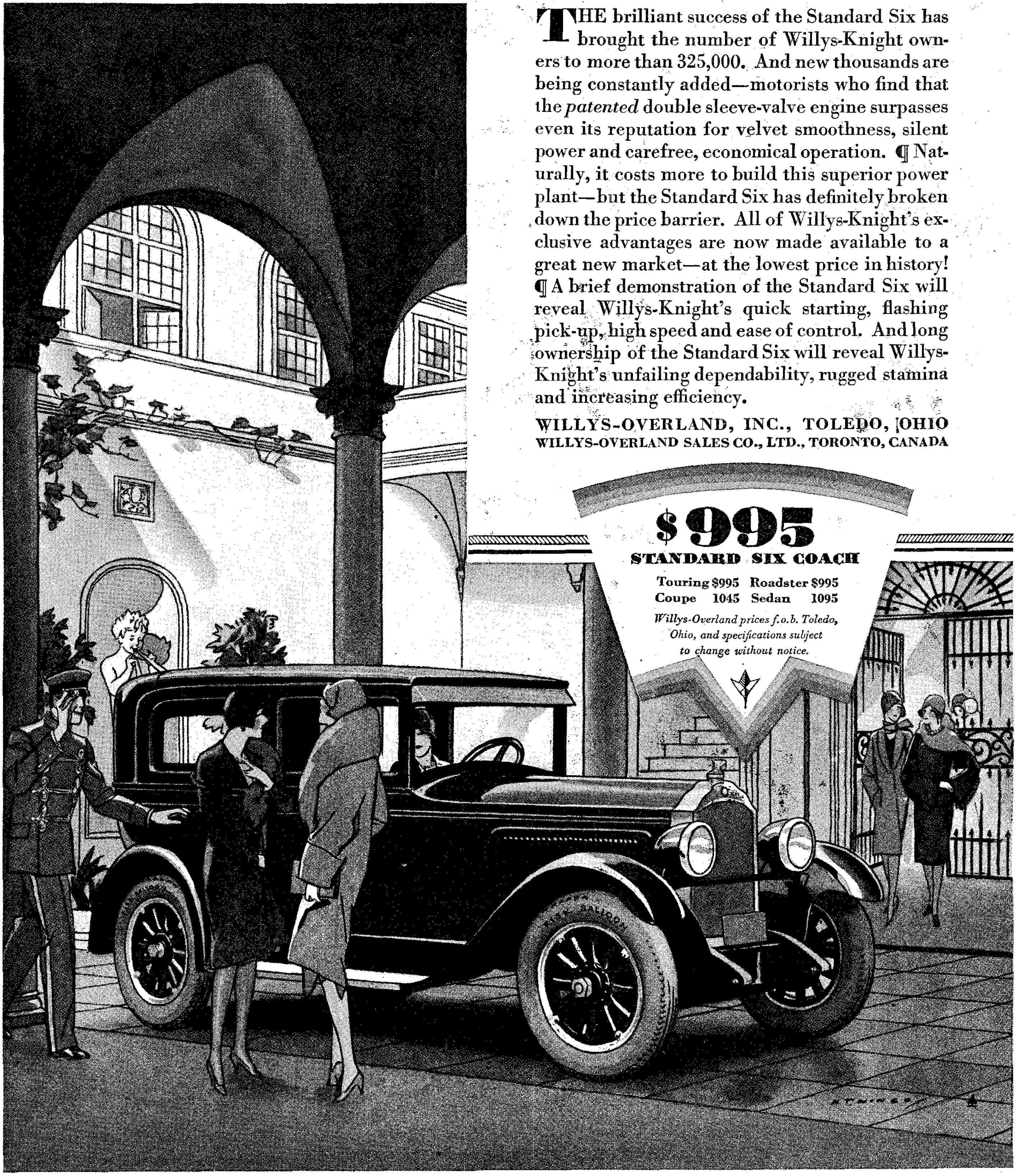
Direct shipping line between Singapore and New York ~ and between Singapore and English Firestone Factory. ~ ~ ~

10 Plantation buying offices in Sumatra Borneo ~ Java and Malay peninsula

Direct shipping line between Liberia and New York ~ ~ and our own Radio communication between Liberia Plantations and Akron Factory ~ ~ over 5000 miles.

process, whereby every fiber of every cord is thoroughly saturated and insulated with rubber, is only one of the many special features which produces the greatest strength, toughness and endurance that is possible to build into a tire. No other tire can give you Firestone Performance.

THOUSANDS *more* *now enjoy its beauty, power and economy*



THE brilliant success of the Standard Six has brought the number of Willys-Knight owners to more than 325,000. And new thousands are being constantly added—motorists who find that the *patented* double sleeve-valve engine surpasses even its reputation for velvet smoothness, silent power and carefree, economical operation. ¶ Naturally, it costs more to build this superior power plant—but the Standard Six has definitely broken down the price barrier. All of Willys-Knight's exclusive advantages are now made available to a great new market—at the lowest price in history! ¶ A brief demonstration of the Standard Six will reveal Willys-Knight's quick starting, flashing pick-up, high speed and ease of control. And long ownership of the Standard Six will reveal Willys-Knight's unfailing dependability, rugged stamina and increasing efficiency.

WILLYS-OVERLAND, INC., TOLEDO, OHIO
WILLYS-OVERLAND SALES CO., LTD., TORONTO, CANADA

$995
STANDARD SIX COACH

Touring	$995	Roadster	$995
Coupe	1045	Sedan	1095

Willys-Overland prices f.o.b. Toledo, Ohio, and specifications subject to change without notice.

WILLYS·KNIGHT SIX

BUYING A TICKET TO GRAUSTARK

"GIVE ME A TICKET FOR GRAUSTARK," demanded the lady. The harassed tourist-agency clerk sighed inwardly, for this request was no new one to ticket-sellers earlier in the century. Politely he replied, "But, madame, there is no such place. It is . . ."

But the traveler cut him short. "Oh, there isn't! Then how about this? How does there happen to be a book about it?" She did just what the clerk expected—she produced a book, the popular "Graustark," by George Barr McCutcheon.

Copyright by Underwood & Underwood

SPINNING A ROYAL INTRIGUE?

George Barr McCutcheon pictured in a thoughtful mood during a vacation.

When he was able to get a word in, the clerk explained that Graustark, then the fancied goal of many a traveler, was merely a figment of the imagination of a romantic novelist, who had added a Balkan kingdom to popular geography. And such a scene as we have sketched, we are assured by numerous reminiscences of the life of the late Mr. McCutcheon—was common enough when the Graustark stories were in their first popularity. Graustark and its capital city, Edelweiss, had been made so real by their creator that many a reader was convinced of their actual existence. But, we learn further, ticket-sellers were not the only sufferers from the verisimilitude with which the author invested his tales of the mythical principality. As was perhaps quite just, the author himself was put to no little trouble, as Arthur Maurice tells us in the New York *Sun* apropos of Mr. McCutcheon's recent and sudden death. For example, he writes:

He was expected to be friend, counselor and tourist-information bureau in all matters relating to the Balkans in general and the Principality of Graustark in particular. It should have been perfectly obvious that Graustark and the surrounding States depicted in his novels were purely imaginary, but eight-tenths of his letters from strangers were written in the belief that these places had actual existence. There was a touch of decided pathos in some of these letters.

A woman in Cleveland asked him to give her directions for reaching Graustark by rail after landing in Europe. Her daughter was an invalid, and the mother was quite sure that the climate of Graustark would be "of untold benefit to her." Another woman wrote that her husband was dying of consumption and she felt that if they could buy or rent a house on the mountainside at Edelweiss they could avert the death that seemed so near. These were the letters that it hurt him to answer.

Brighter was the telegram Mr. McCutcheon once received from an Eastern city. It read: "To decide a bet, what is the quickest way to get to Graustark?" Then there was the Cincinnati cynic who took exception to the hour fixt in one of the Graustark stories for the departure of a passenger train. "Such stupidity spoiled the book" for him. Then there were the persons who asserted or suggested relationship with the royal families of Graustark or the adjacent States, or with the American heroes and heroines. The publication of "Beverly of Graustark" moved one correspondent to write with the hope of establishing a family connection with Beverly Calhoun. Her object was: "I am getting up a family tree so that I can join the Daughters, and it may be that you can help us some."

A Washington man wrote that he was organizing a Graustark Club in his lodging-house with the idea of escorting the entire party to the principality as soon as the weather was favorable for the trip. Of course there were the tales of travelers who profest to know all about Graustark, and found Mr. McCutcheon seriously at fault in his local color. One such traveler, however, was generous. A San Francisco woman who wrote to ask the longitude and latitude of Graustark said, "I have a friend here who has traveled extensively. She says she has been in Graustark twice and loves it very much. Your description of the country is excellent, she says. We expect to go abroad this fall, and I am writing to ask how we can reach Graustark. My friend is in the East and I can not find the place on the map. She says she has seen the Princess Yetive, and has gone through the castle."

Some of Mr. McCutcheon's letters, besides being hard to answer, were decidedly unsympathetic. Once, from a Far-Western editor, came this message: "A man named McCutcheon was hung here yesterday. He said he was the author of 'Graustark,' but that did not get him out of the scrape. Will you not write a letter to *The Banner* telling our readers how it feels to be hung by proxy?"

There was one correspondent to whom Mr. McCutcheon always "took off his hat," the writer says, and:

That was a cowboy who lived in Arizona, forty miles from a post-office and bookstore. He had been an enthusiastic reader of the earlier Graustark tales. Learning Mr. McCutcheon's address, he wrote to the author saying that he was anxious to read "The Sherrods," then just published, but could not obtain the book altho he had traveled on horseback forty miles, going and coming, twice a week for a month. Would Mr. McCutcheon send him a copy by mail if he forwarded the price?

Highly flattered, Mr. McCutcheon sent him a copy with his compliments, and told him not to mind the price. A month later the cowboy acknowledged receipt. "I don't wonder you are happy to give it away. You don't expect people to buy it, do you? I'm much obliged to you for giving it to me for nothing, but even at that I think there is some change coming to me."

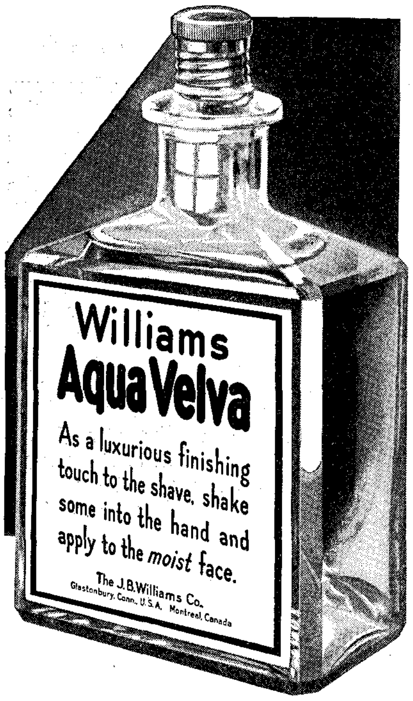
Mr. McCutcheon made the mistake of attempting polite retaliation. He sent the cowboy a dollar and fifty cents in stamps and asked if that made them square. The cowboy came back. He replied that he could use the stamps to great advantage in warning his friends not to read the book. Mr. McCutcheon had no further retort.

So intrigued were most of the readers of the Graustark novels, that they longed to see for themselves the glittering court, the sinister bandits, and the gallant and handsome princes who risked all for love, the New York *World* remarks. Further, they were so intrigued that they bought, according to an estimate in a Minneapolis *Journal* editorial, 5,000,000 copies of Mr. McCutcheon's novels. Reading on in *The World:*

The rescue of the beautiful Beverly by the rightful heir to the throne, and the baring of the dastardly plots against the power of Graustark captured their imaginations and made them argue angrily with the patient employees of the travel bureaus who were unable to produce tickets to McCutcheon's royal realm.

The romancer of this fabulous kingdom was a country newspaper man, born and raised on a Hoosier farm. Altho he wrote almost exclusively of monarchs and court intrigue he visited Europe only once, years after his European mystery romances had won him recognition and wealth.

Most of us build our most vivid imaginings from a base of actual experience, but McCutcheon, even as a child, spent his dreaming hours in marble palaces, where he ate regularly from gold and diamond-studded plates, conversed with wily monarchs and would-be monarchs. He rescued beautiful,


Williams
Aqua Velva
As a luxurious finishing touch to the shave, shake some into the hand and apply to the *moist* face.
The J.B.Williams Co. Glastonbury, Conn., U.S.A. Montreal, Canada

Zest—Gusto—Snap!
if you use
Aqua Velva
for After-Shaving!

The chorus of those who use and praise A V could be heard a long, long way. And these are some of the things they say it gives,—words picked at random, "Zest" "Gusto" "Snap"!

Yet, after all, they're not most important. The stimulating tingle that comes with A V is good. What it *does* is better.

It Does—take care of nicks and cuts, mostly unseen; protect from wind and weather—dust outdoors, dryness indoors; prevent chapping; help to keep the skin nicely flexible by conserving its natural moisture. Yes, these things *It Does!*

Made by the makers of Williams Shaving Soaps, A V assures a great host of men that sense of all-day *Face Fitness* that the Williams lather leaves.

Start your winter with Aqua Velva. Long before spring you'll be inseparable friends.

5-oz. bottle 50 cents at all dealers,
Or a Free Trial Size by addressing:
Dept. D88, The J. B. Williams Co.,
Glastonbury, Conn., and Montreal, Can.

Williams
Aqua Velva
For use after shaving

PERSONAL GLIMPSES
Continued

guileless maidens from the jaws of death, and worse.

The mythical Graustark, that mountainous Balkan kingdom seething with plots and mystery, where the most famous McCutcheon novels took place, was a boyhood creation. Every detail of the palace, the mountain passes and the forests were clearly defined in the author's mind. The genealogy of the Graustark royal family was as carefully recorded as that of any ruling family of Europe.

Graustark was real in McCutcheon's own mind down to the last stone on the royal battlement.

"Graustark," the first saga of the now famous kingdom, was sold by McCutcheon in 1902 to Stone & Kimball, Chicago publishers, for $500 cash. Then editor of the Lafayette *Courier*, journal of his Indiana home town, he thought he had driven a lucky bargain. But the story gained immediate popularity, and in ten years' time cleared the publishers about half a million dollars. It also created a vogue for Graustarks, and McCutcheon found his succeeding novels, "Castle Cranycrow" and "Beverly of Graustark" the best-selling novels of the decade.

He continued to write one and sometimes two books a year until recently, when ill health interfered. His avowed purpose was "to entertain" from the inexhaustible kingdom of his imagination. A recent survey showed he was second only to Winston Churchill in long-time sales records.

McCutcheon was born in Tippecanoe County, Indiana, on July 26, 1866. His father was a sheep drover, and George was taught early to be a handy man about the farm. He attended Purdue University with his brother, John T. McCutcheon, now famous as a cartoonist, George Ade, and Booth Tarkington. At twenty-three he became a reporter on the Lafayette *Journal* and began to write short stories. After selling two of them for $10 he decided to make writing a life-work, and began to chronicle his favorite kingdom of the imagination.

The manuscript of "Graustark" was peddled about from publisher to publisher, but not until 1901, when he was nearly thirty-five, was the work accepted. But success, once achieved, stayed constantly at his side.

In 1903 McCutcheon was aroused by the jibe of a friend who intimated that because of his "name" anything he wrote would sell. To disprove this he wrote a novel entitled "The Sherrods," signed by his name, and another called "Brewster's Millions," with the name of an unknown author. Much to his delight "Brewster's Millions" jumped immediately into the best-seller class, while "The Sherrods" had only an average sale.

Altho his romantic novels of Graustark were often coupled with Anthony Hope's "The Prisoner of Zenda," McCutcheon said he had never read the book. The "Arabian Nights" were the only inspiration he admitted to; the rest was the product of a fertile imagination.

"Why read for realism when one can read for thrills," he asked as the proponents of the realistic school began to crowd the magazines."

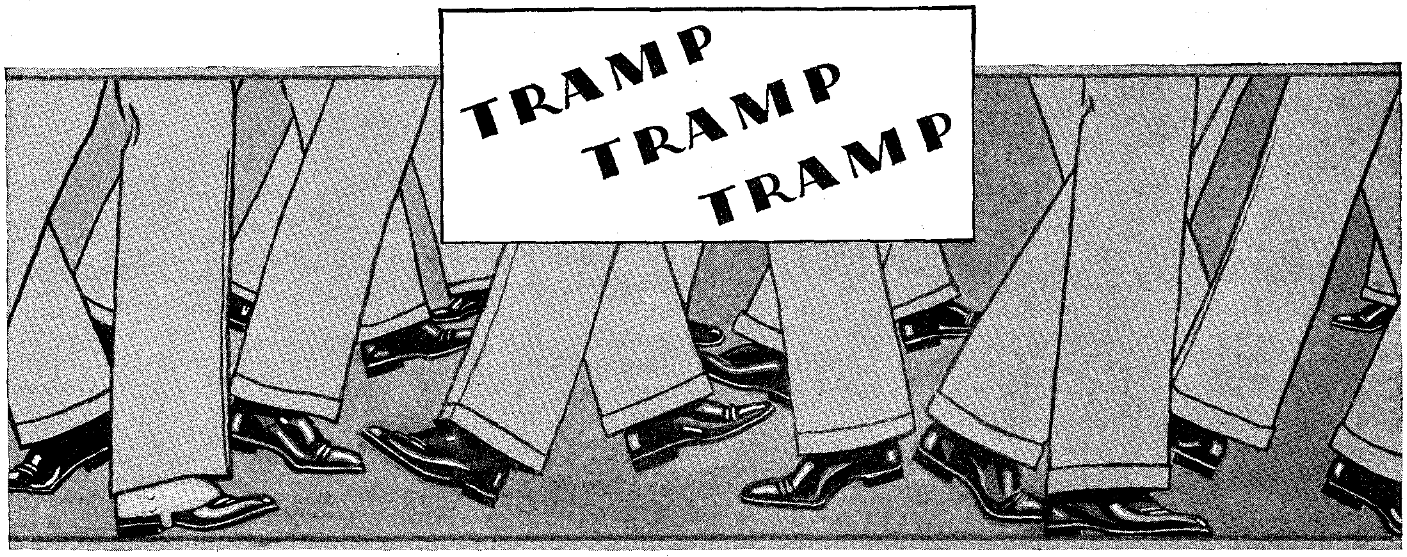
Probably the last interview granted by Mr. McCutcheon appears, copyrighted, in the Philadelphia *Public Ledger*, after his death. In it Mr. McCutcheon deplored the dearth of romance in modern life, and Lillian G. Genn, the interviewer, gives us this anecdote:

When he was seven years old he harnessed up his dog team, put his two-year-old brother into the wagon together with some spears and started off for the North Pole. They had gone no great distance from their home when John began to cry, and as it happened that they were met by their father coming homeward, John was turned over to him, while George went forward on his quest. But as soon as night approached the dog team turned around and scurried for home, taking the courageous little adventurer with them.

As he grew older he found that books, particularly the dime novels, gave him all the adventure he craved without going in quest of it. And so he read voraciously, even reading some of the stories a half-dozen times. He later attended Purdue University, and when he had completed about a year he began again to have the old urge for physical adventure. This time he sought an outlet in the theater. He joined a company of players, one-night-stand troupers, and traveled around making the small towns. When they were several hundred miles from home the show went broke and the members of the company all had to walk home. George Barr McCutcheon's enthusiasm for the theater evaporated. The life of a trouper had been anything but what he had expected. He returned to college.

SOLDIERING WITH PERSHING IN THE PHILIPPINES

THE erect figure in uniform, riding at the head of the line of jinrikishas, must be General Pershing. So the American onlooker decided, as he stood at a street corner in Yokohama, in 1912, and watched a high United States Army officer and his party on their way to their quarters. They had come from the Philippines to attend the funeral of the late Mikado. So the hospitable American decided to make his compatriots feel at home. "Good-morning, General Pershing! Welcome to Japan!" he yelled. But the uniformed man did not reply. He turned and tried to attract the attention of some one farther back in the procession, while every one in the party smiled. The American tried again. "Hello, General Pershing, how do you like the country?" There was laughter, but no one replied to his greeting, so he tried another tack. He saluted, and the man in uniform returned the courtesy. "That's the way, General! How do you like Yokohama?" The man in uniform gave up. "Fine!" he called back. There was even more laughter at that. But as a matter of fact, the enthusiastic American had utterly ignored General Pershing, who rode modestly at the rear of the file of 'rikshas, leaving his orderly, Serg. Frank Lanckton, to monopolize the limelight at the head of the procession. Lanckton, who has been with the General in the Philippines, on the



"IT IS THE ONLY PART OF YOUR BODY THAT MUST BE FITTED PERFECTLY"

TRAMP! Tramp! Tramp! go your feet—thousands of times each day. Hard floors and concrete pavements hammer back every step you take.

No wonder you're tired and nervous when your shoes aren't right. You're shocking your whole body through your feet. That's why, "It is the only part of your body that *must be fitted perfectly*."

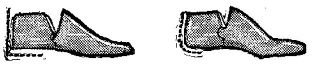
Can you find shoes friendly to your feet—shoes that give buoyancy instead of shocks at every step—shoes that look well and feel well and that *fit your feet scientifically*? You can!

Read the interesting story of "Footsavers' Saving V" —what *it is*—what *it does*

START WITH THE "LAST"

Shoes get their shape by being made over a wooden form called a "last." As long as the shoe stays on the last, it fits the last. Take the last out of the shoe and put your foot in. What happens? That depends on how closely the last is like your foot.

Before we designed one Footsaver last, thousands of feet were studied. Peculiarities, weaknesses, needs, were carefully noted. Then and then only, did we start to make Footsaver lasts. It's the only way to make shoes that fit.

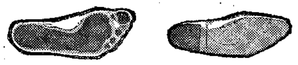


BUT FEW HEELS ARE RIGHT

Why? Because tradition said that lasts should have a sharp L-shaped heel. Yet feet are curved, first in, then out, then in.

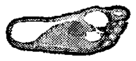
The makers of Footsavers knew they had found the right idea. Feet first; lasts second. So they made Footsaver lasts with a heel that curves like the human heel. Sounds logical. Looks comfortable, too! It is—for it fits.

THERE'S MORE TO AN ARCH THAN A CURVE



When it came to arches—again Footsavers said: "We'll study feet first; create our lasts second". Here's what we found. When you walk on your bare feet they support you with the heel, then the *outer edge* of your foot, then the ball. If your feet are to tread correctly, lasts must shape the arch of your shoes correctly—low on the outside, higher on the inside. That's Nature's way . . . and Footsavers' way.

Feel your own arches and you'll see Footsavers are right—unless you have flat feet. And you would never have that trouble if you'd been wearing Footsaver Shoes.

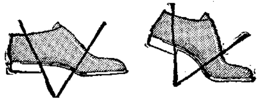


EVEN YOUR LITTLE ARCH COUNTS

That's why Footsaver designers gave special thought to the small but important arch that runs across your foot behind the ball. You can feel it with your finger.

Long ago when men walked barefoot, Nature supported this arch properly with soft earth. Ordinary shoes have ignored it. But not Footsavers. They support your little arch scientifically with layers of soft, flexible leather—and what a difference it makes—in health and comfort.

Before men wore shoes you never heard about arch troubles, for Nature had a fine idea for supporting and exercising the long arch of your feet. Springy earth.



INTRODUCING "THE SAVING V"

In Footsavers, it's the springy "Saving V". You can't see it, but with what comfort you feel it! It's almost the first thing you *feel* in Footsavers. It fairly lifts you up as you walk. That's the way "The Saving V" works—like a shock absorber. Cushioning your weight—supporting it—lifting you with every step you take. Feels more like walking on air than shoes. It's a thrill you'll never feel—until you wear Footsavers.

THE SAVING V

FOR HEALTH AND STYLE

You'd never believe Footsavers were different, if you judged by style alone. Smarter, better looking shoes cannot be made.

Fashioned from finest leathers in the best accepted styles, they are in looks no less than fit the modern shoes for modern feet. Yet priced most reasonably—Footsavers are from $12 to $14 the pair.

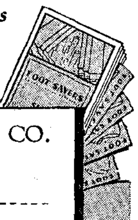
Wouldn't you like to see the new Fall Styles?

The full story of Footsavers' Fall styles are shown in our booklet, "The Saving V". It will tell you, too, where Footsavers can be conveniently bought. Before it slips your mind, fill in the coupon below.

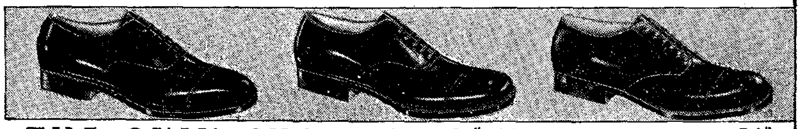
FOOTSAVERS ARE MADE BY THE MAKERS OF BOSTONIANS—SHOES FOR MEN
Whitman, Massachusetts

Makers of Men's Quality Shoes for over 50 Years

Women's Footsavers are manufactured by Julian & Kokenge Co., Cincinnati, Ohio



FOOT-SAVERS



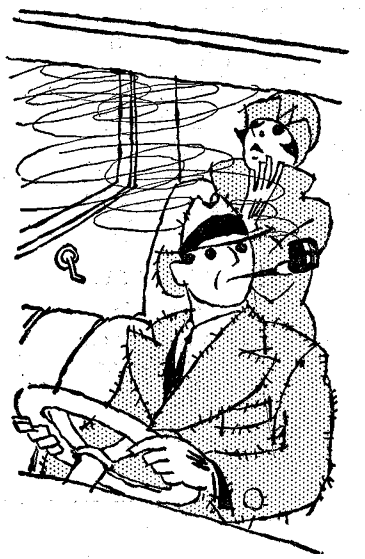
THE ONLY SHOE WITH "THE SAVING V"

COMMONWEALTH SHOE & LEATHER CO.
WHITMAN, MASS.

Send me your booklet, L-7, "The Saving V"—free—which tells more about Footsavers and where to see them in my city.

Name
Address
City State

© C. S. & L. Co., 1928



"Either the exhaust or your pipe needs fixing"

A PIPE is all right in a closed car, *but*—be sure it's properly loaded. Sir Walter's favorite smoking mixture is exceptionally *mild*. Its fragrance is welcome. No other tobacco is so carefully packed—in heavy gold foil and then in tins—to preserve its delightful flavor. Every pipeful is in perfect smoking condition, right down to the bottom of the tin.

LIMITED OFFER
(for the United States only)
If your favorite tobacconist does not carry Sir Walter Raleigh, send us his name and address. In return for this courtesy, we'll be delighted to send *you* without charge a full-size tin of this *milder* pipe mixture.
Dept. D, Brown & Williamson Tobacco Corp.
Winston-Salem, N. C.

B.W PRODUCT

SIR WALTER RALEIGH

Who discovered how good a pipe can be

It's *milder*

PERSONAL GLIMPSES
Continued

Mexican border and in France, and is with him yet, has told his experiences to Robert Ginsburgh, who records them in *The American Legion Monthly.* As we read:

Lanckton was rather reluctant to talk about General Pershing.

"You know," he said, "my ability to keep my mouth shut is probably the principal reason why the Old Man first made me his orderly back in 1909. The General was then governor of the province of Mindanao. He had come up to Manila on a conference, and was on duty temporarily in Department Headquarters at Fort Santiago. I was then in Troop I of the First Cavalry, on special duty at Headquarters as an orderly.

"Even then he was known as one of the snappiest-drest officers in the Army, and I knew that the only way for me to hold on to the orderly job would be to become the best-drest enlisted man in the Philippines—in Mindanao, at least. I bought the best Manila had to offer—a specially tailored China khaki uniform, hand-made Cordovan shoes with high rubber heels, and silver polished spurs—and reported to the General.

"He said nothing but kind of smiled.

"'After the boat docks and you get ashore, report to the stable sergeant on duty and tell him to fix you up,' he ordered, with a little twinkle in his eyes.

"I did as I was told. The old stable-sergeant looked me over from head to toe.

"'So you're one of those Manila soldiers,' he mocked me as do all soldiers on duty in the front lines to a new arrival from the rear. 'I suppose you can ride a horse. Well, take that white mare and follow the beach.'

"I obeyed. As soon as I landed in the saddle, the mare was off. She started for camp at a gallop, and whizzed like a rifle bullet. I lost my stirrups and dropt my reins. Thick layers of dust covered my shoes and leggings, and my blouse was drenched with sweat. I reached camp more dead than alive. I had no sooner dismounted than I saw the Old Man.

"'I see the Sixth Cavalry is making you feel right at home,' was all he said as he turned toward his quarters.

"For the next six years I served in Mindanao with General Pershing and became a hard-riding, toughened cavalryman. The Old Man rode every morning, and I usually accompanied him. Rain, heat or typhoon mattered little—he rode.

"I had been in the Army since 1901, always with a mounted outfit, and I knew a good rider when I saw one. During the summers of 1905, 1906, and 1907 I had worked with Cody's circus as a bareback rider and artillery driver while on furlough from the Army, but I never saw any one who was more at home on a horse than the General.

"We used to gallop down steep inclines, jump hedges, crawl through thickets of brush and jungle, and I never saw the Old Man unseated.

"I was frightened more for his sake than for mine. I always carried a gat with me, never knowing when I would have to use it to help him.

"One day he was to have a conference with a Moro dato, or chieftain, and he told me before he left that he and I would be the only Americans on the trail. Then he gave me direct orders not to carry any arms.

"There is no arguing with General Pershing when he gives an order, so I said nothing, but I packed my gat in my waist just the same.

"We got off the little old steamer on Lake Lanao and started on our mission. Suddenly General Pershing stopt.

"'Lanckton, what have you got under your waist?' he asked, and pulled out my shirt at the same time. The gat dropt.

"'Throw it away,' he commanded. 'A soldier's word counts more than his gun.'

"Finally the dato appeared. The absence of any weapons on our persons seemed to make quite an impression on the Moro chieftain, for he welcomed us with open arms, and when we left he showered General Pershing with all sorts of bronze souvenirs."

There was plenty of trouble in Mindanao in those days, the non-commissioned officer told his interviewer, continuing:

"Every few days some Moro fanatic would go *juramentado*, and then life became exciting and slightly uncertain. A *juramentado* is one of those Mohammedans who suddenly gets religion and begins to believe that he is on his way to heaven. A good Mohammedan *juramentado* does not take the trip to Allah's Paradise unless he has a few infidels to lead the way, so it is customary for him to try to kill off a few outsiders to help his cause along.

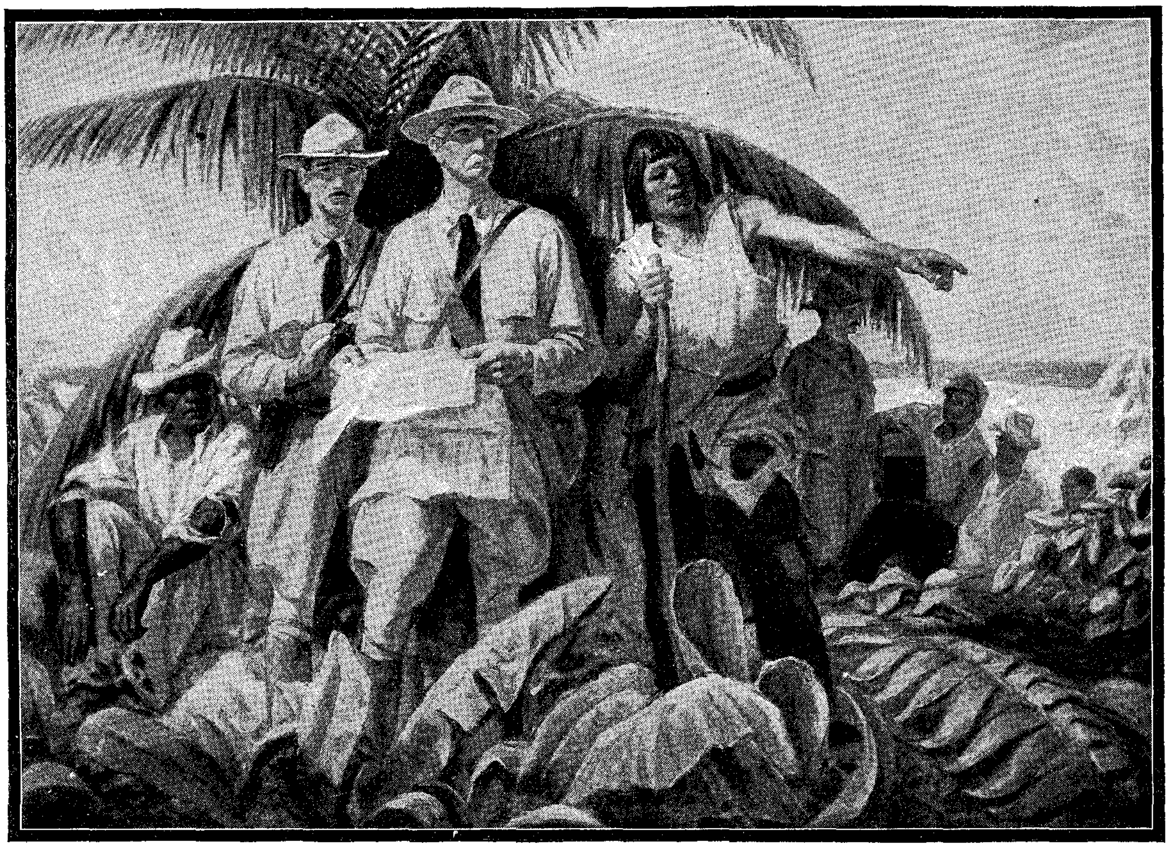
"At one time the entire United States Army in Mindanao, headed by General Pershing himself, had its hands full trying to run down six Moro *juramentados*.

"A number of recruits had arrived a short time before the campaign opened and most of them hadn't learned very much about soldiering. There was the constant fear lest a Moro creep into camp and dig his bolo into American ribs. Recognizing the importance of the General to the campaign, these recruit sentries 'heard' plenty of noises near the Old Man's tent, and they would keep him awake half the night with their cries for the corporal.

"Finally the General called me in and said, 'Lanckton, get those sentries away from my tent. One of them is liable to shoot before the corporal of the guard arrives, and there's no telling what would happen. I'll take my chances with the Moros.'

"I remember one day he got an invitation to attend the wedding of a polygamous Moro chieftain. Dicky Dicky was his name, and he was going to marry a nine-year-old girl. All Zamboanga prepared for the ceremony. A special house was built, just big enough for a large-sized doll. Dicky Dicky himself was only twenty-seven inches tall, but he was regarded by his followers as a divinely ordained prince. The Old Man accepted the invitation graciously and went to the wedding.

"Dicky Dicky turned out to be the first of the Moro chieftains to surrender to the American forces. Accompanied by four tall Moro guards, each of them well over six feet, the midget prince called on the General and handed him his spear as a mark of submission. He also presented the General with his kris and other gifts. Finally Dicky Dicky told the Old Man that he could have his new wife, whom he had married but a few days ago at the carnival in Zamboanga. General Pershing accepted all the gifts except the nine-year-old wife, and made a lasting friend of Dicky Dicky, who gave him loyal support and encouragement in his campaigns against the Moros."



THE CLEANSING OF THE TROPICS

For generations the scourge of tropical epidemics preyed upon America. By the hundreds, by the thousands, yellow fever struck down men, women and children. Without apparent reason it passed from city to city, from country to country. There seemed to be no escape, no remedy.

Then the discoveries of Koch, of Pasteur, of other great fighters of disease, brought a gleam of hope. These men had found the cause of tuberculosis, they had evolved the antitoxin for diphtheria. They had worked marvel after marvel. Perhaps they could also succeed in defeating yellow fever.

Science accepted the challenge. Less than thirty years ago a group of men under the leadership of Doctor Walter Reed set out for Cuba to undertake the task. After months of intricate research, after many daring experiments, at the cost of the lives of several of their number, they proved conclusively that yellow fever is spread by a mosquito.

Immediately there started a mighty war upon the gutters, the cisterns, the cesspools of the tropics. Gradually (though in truth, when the task is considered, it was with almost magical speed) yellow fever began to retreat. It passed from Havana for the first time in centuries! Gorgas conquered it in Panama! It vanished from such formerly dreaded spots as Vera Cruz and Guayaquil! Soon it was completely under control—the tropics had been cleansed!

It was American medical science that won this tremendous victory. In the West Indies, in the Philippines, too, in Africa, in China, America has also led in the saving of countless lives.

* * *

In the constant struggle being waged against infectious diseases, the House of Squibb has played an important part by providing preparations of unquestionable trustworthiness for the use of physicians everywhere.

For almost three-quarters of a century, now, Squibb Products have thus unfailingly served the medical profession and all users of medicinal products. They have earned world-wide recognition for their purity, uniformity and efficacy.

Whenever, in emergency or in following your physician's instructions, you need a medicinal product such as Cod-liver Oil, Epsom Salt, Milk of Magnesia, Boric Acid, Bicarbonate of Soda, Castor Oil, specify the one made by Squibb. For with that name is linked the "Priceless Ingredient," the honor and integrity of the maker. It symbolizes a promise of safety and satisfaction that has always been kept.

Copyright 1928 by E. R. Squibb & Sons

E. R. SQUIBB & SONS

MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

A "used car" is *unused* transportation

A GOOD automobile is built to stand years of use. It will provide many thousands of miles of satisfactory transportation.

But only occasionally are all its years and all its mileage used up by one owner. It is the custom to turn a car in after an average use of only two to three years—long before its life has been exhausted.

This custom brings into the market every year so-called "used" cars which represent unusual opportunities to buy unused transportation at low cost.

Every year more and more people appreciate this fact. Today millions of families are driving cars of which they are the second or third or even fourth owners; and this year the volume of new car sales and trade-in transactions has created wider choices and greater values in unused transportation than ever before.

GENERAL

"A car for every

CHEVROLET ➘ PONTIAC ➘ OLDSMOBILE ➘ OAKLAND ➘ BUICK ➘ LaSALLE ➘ CADILLAC ➘ *All with Body by Fisher* ➘ GENERAL MOTORS TRUCKS

TUNE IN—General Motors Family Radio Party. Every Monday evening. 9:30

3 out of 5 buy "used" cars

THREE out of five of the cars you see on the road have been purchased as "used" cars. You cannot tell—nor do you ask yourself—whether the driver of any particular car is its first owner, or its second or its third, provided the car looks well and is running satisfactorily. The term "used car" is relative.

The cars which General Motors dealers have accepted in trade vary in name, body style and price. Some have seen sturdy service; in others the potential mileage has scarcely been touched. And all offer a wide field of opportunities—

To the family wanting transportation at lowest possible cost.
To the family wishing to own a car of a higher price class.
To the family needing a second or third car to meet the requirements of all its members.

We invite you to examine the unused transportation in the stores of General Motors dealers. For your convenience General Motors extends the GMAC Purchase Plan.

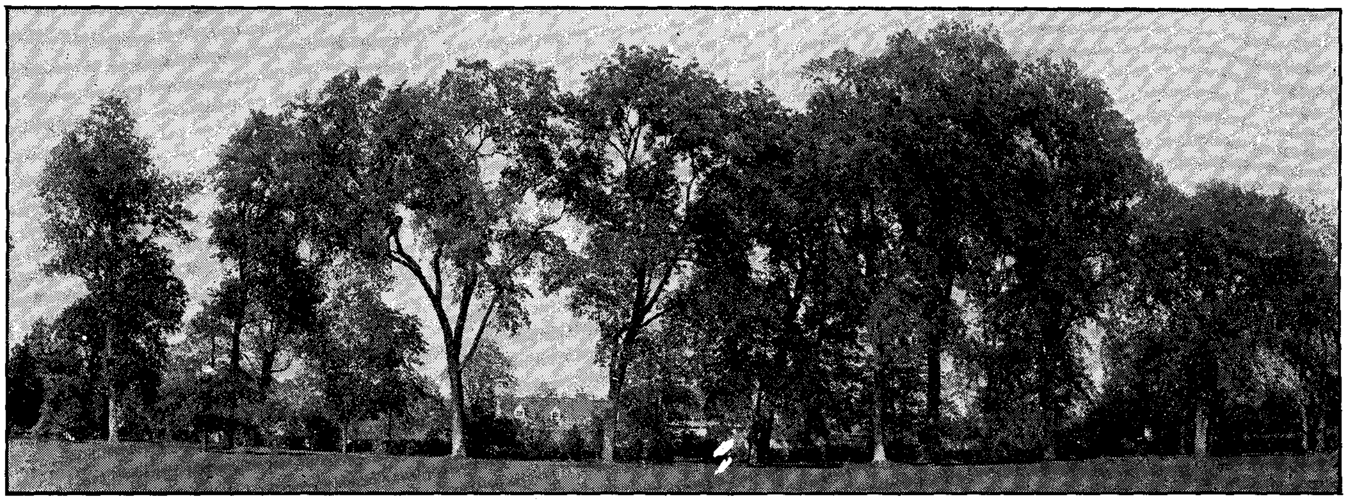
MOTORS

purse and purpose"

YELLOW CABS and COACHES ◆ *FRIGIDAIRE—The Automatic Refrigerator* ◆ *DELCO-LIGHT Electric Plants* ◆ *GMAC Plan of Credit Purchase*

Eastern Standard Time. WEAF and 31 other stations associated with N. B. C.

BEASTS ▾ BIRDS ▾ AND ▾ TREES



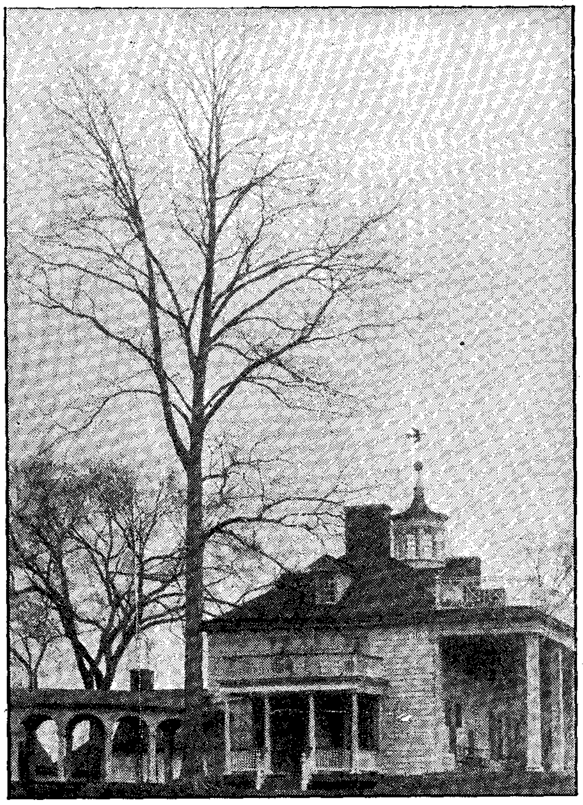
Photographs by courtesy of *American Forests and Forest Life* (Washington, D. C.)

CROWNING MOUNT VERNON'S KINGLY SWEEP OF LAWN

A general view of the magnificent trees facing toward the garden, forever reminding us that Washington was a tree-lover.

GEORGE WASHINGTON'S "FRIENDSHIP" TREES

On HORSEBACK OVER THE MOUNTAINS, from Virginia to Pennsylvania, the young horse-chestnut trees were tenderly carried. And at the end of their journey, near Bath in the latter State, the shoots were planted, and one of them flourished, a symbol of the friendship between Gen. Robert Brown of Revolutionary War fame and George Washington, who dug the trees from the soil of Mount Vernon with his own hands, to give them to his comrade in arms. The tree which survived the transplantation, we learn from Erle Kauffman, who writes in *American Forests and Forest Life* of the work of Barbara Bayne, the tree historian, attained a spread of eighty-five feet and retained full vigor until 1921, when it was damaged by a storm. In the course of his discussion Mr. Kauffman tells us of how Miss Bayne formed a plan to present horse chestnuts from this "Friendship" tree to the nation, the States and possessions, State universities and to neighboring nations, in order that Washington "Friendship" Groves may stand all over the country. But this is only a small part of the history of the "Friendship" tree and its great associations, the writer of this article says, quoting from Miss Bayne, and continuing:



THE JEFFERSON PECAN

Here, at the side of the house at Mount Vernon, stands the tree given by the third President to the first.

"It has been authentically established that the horse-chestnut trees at Mount Vernon, from which the Bath trees were taken, were presented to George Washington by no other than Col. 'Light Horse Harry' Lee, illustrious soldier of the Continental Army and father of the immortal Robert E. Lee, Commander of the Confederate Army in the war of secession.

"Altho only nineteen years old when the War of Independence broke out, the daring Virginian offered his services to General Washington and was given command of a cavalry troop. He soon captured the admiration and respect of his commander, who referred to him as the most daring and efficient young officer in the Continental Army, and was given the rank of colonel with a separate legionary corps placed under his command. His most daring exploit was the capture, without loss of life to his own troops, of a large enemy garrison at Paulus Hook, opposite New York City.

"At the close of the war he served as Governor of Virginia, and a very close friendship linked him with the first President, whose early confidence in him was never shaken. Like Washington, Colonel Lee enjoyed the fellowship of trees, and the presentation to his Commander-in-Chief of the horse-chestnut trees at Mount Vernon was a result of this mutual love of nature and the respect of one man for another."

Additional light is cast on Washington as a tree-lover by Mary Sargent Potter in another issue of *American Forests and Forest Life*, in which she tells of the restoration of the tree-scape at Mount Vernon by Prof. Charles Sprague Sargent of the Arnold Arboretum. Numerous anecdotes enliven the account. Washington, we read, had always wanted an English hawthorn hedge, and had one planted. But when it failed to grow at the end of the first year he concluded, not knowing that two years are required for this plant to show above ground, that it would not grow at all, and had the seeds dug up. But when the restoration of the trees of Mount Vernon took place, this hedge was planted for the disappointed "Father of His Country." Reading on of the restoration:

When Professor Sargent was

NATIONAL MAZDA LAMPS

VANITIES OF

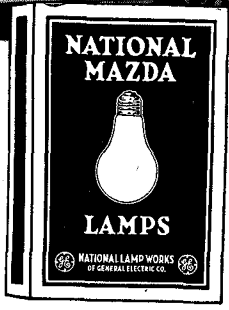
LIGHT greets light as gleaming cars stop at the brilliant theatre. And MAZDA lamps greet MAZDA lamps.

Wherever you go, you find National MAZDA lamps. Your home is lighted by them. You travel safely with them—on swift trains, great steamships—in your car. You know that they have every improvement ever made in lamps—for the concentrated filament of rare metal, gas filled lamps, tipless lamps, depressible beam and corrugated bulbs—all originated in the world-wide research of General Electric Company.

The MAZDA mark is the symbol of this research service. Look for it on each lamp you buy, for every lighting purpose. It assures you of lamp efficiency, ruggedness, economy and value. Ask for MAZDA lamps in the familiar blue carton.

NATIONAL LAMP WORKS *of General Electric Co.*
Nela Park, Cleveland, Ohio

A GENERAL ELECTRIC PRODUCT


NATIONAL MAZDA
LAMPS
NATIONAL LAMP WORKS OF GENERAL ELECTRIC CO.

Here,
Gentlemen of the Committee,
is the answer
of one industry

No. 4 of a series inspired by the report of the Secretary of Commerce's Committee on Elimination of Waste

STRIKING A BALANCE

IN making the nation's telephones at Western Electric, the scales of productive capacity and demand are balanced to a degree rare in industry. This favorable condition is possible because Western Electric provides substantially all the equipment used by the Bell System.

That great organization, planning its development well into the future, lays down a schedule of its needs fully a year in advance. As a result manufacturing units function the year 'round at a pace closely predetermined. There is no expensive seasonal "rush" at one period, to be followed later by an equally costly period of idle equipment. There is no unnecessary storage of raw material against unexpected demand. There is no wasteful, over-night "breaking-in" of labor to sudden, unaccustomed tasks.

On the other hand, men, machines and materials are assigned and co-ordinated to meet known demand, employment is stabilized, and costs are maintained at a minimum. This is equally true of every ramification of this company's three-fold responsibility to the Bell System—in manufacturing, purchasing, distributing. Western Electric men are keeping the scales balanced.

Western Electric

Purchasers.. Manufacturers.. Distributors

SINCE 1882 FOR THE BELL SYSTEM

BEASTS, BIRDS AND TREES
Continued

asked by the Board of Regents to go to Mount Vernon to propose a plan of restoration, he studied Washington's journal thoroughly, so as to have authority for the work which he recommended. The estate had indeed entirely lost its early character, and Professor Sargent set to work to restore the place to its original appearance—not, however, without strenuous opposition from those well-wishers who objected to what appeared like destruction of natural beauty. Sentiment was sacrificed, but not historical veracity, and he uprooted from the lawn overlooking the Potomac "memorial trees" to Bishop Lawrence, of Massachusetts, and to the late Mr. J. P. Morgan, of New York, because of their inappropriateness in a restored Mount Vernon. The specimen dedicated to the late Emperor of Japan as a mark of national respect and friendship was not uprooted, but transplanted to the border of the estate.

Next came the cutting away of many trees which had sprung up since Washington's time, in order to open the vistas between house and river which gladdened the eyes of our forefathers. Washington himself spoke of standing in the west doorway, and seeing West Lodge Gate. Consequently this, as indeed every vista he mentioned in his papers, was opened according to his precise account.

The exquisite simplicity of the tomb, which was built from Washington's own plans, is enhanced by a grove of cedars, exactly as he wished to have it. Cedars do well in this particular locality, and as the visitor enjoys their protection and looks upon that touchingly plain monument, he feels anew the immeasurable dignity of simplicity, which truthfully interprets greatness.

The work of cutting and clearing prepared the property to assume its original appearance. From this time on no planting was allowed, except as it existed in Washington's time, just as no building can be erected except on foundations laid down at that period. Only in the case of the flower garden have modern flowers been introduced in mid-summer to supplement the spring and fall growth, which were the only plantings known in Colonial days. The arrangement of the vegetable garden, as outlined in the diary, has been restored exactly as it was. Two willows have been planted, as originally, on mounds on either side of the entrance gate, and in order that they should not die as the first did, because of the dryness of the soil, a system of tiles was installed, set on end and filled with water to provide the necessary low and damp bed. The willows are now flourishing, and should continue to do so for years.

Any trees which have died or which have blown down, as has happened from time to time, have been replaced, we read, by trees grown from seeds or from cuttings of the original trees. Quoting further:

In this way perpetuation is assured; for trees, like all living things, have a cycle of life which, even in the absence of disease or disaster, comes to its inevitable end. Even the magnificent tulip-trees will probably not last another hundred years.

At the present time, however, there are standing fifty-seven trees, which, according to their size and position, were planted by Washington or during his lifetime. The large trees, especially the oaks, which are shown on the plan obtainable at Mount Vernon, were probably growing during Washington's life. But as he makes no allusion to planting oak trees, and as these trees are native to the region, there is a probability that they were self-sown.

Of the trees unquestionably planted under Washington's personal direction, the tallest are the handsome tulip trees, or Yellow Poplar, three of which are still standing. They are straight, tall trees, the tallest of them reaching 120 feet. There are coffee beans, ashes, lindens, and honey locusts. The latter, altho fast growing, is not a long-lived tree, and as it produces great quantities of seeds which germinate readily, it is not improbable that the large trees now at Mount Vernon have sprung up naturally from seeds shed by a tree planted by Washington or his brother Laurence. Washington's interest in this tree is shown by the fact that on March 23, 1786, he planted, according to records in his diary, "between 17,000 and 18,000 seeds of the honey locust."

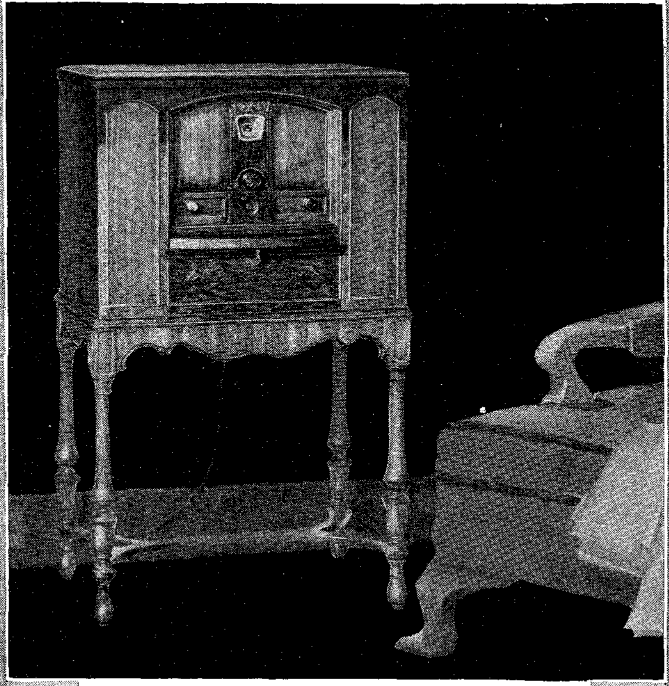
The seeds from which the buckeye trees were grown were gathered by Washington in September, 1784, near the mouth of Cheet River, in what is now West Virginia, and were planted by him in April of the following year. To botanists these trees are of greater interest than any other plants at Mount Vernon. The species naturally have yellow flowers, but the Mount Vernon trees have red, pink, and flesh-colored flowers. Trees with flowers of these colors have been looked for in vain in the Appalachian forests, and except at Mount Vernon are nowhere known to exist.

MUTUAL-AID SOCIETIES IN BUGVILLE

BOARD and lodging are supplied by bugs to bugs in return for services rendered in a novel and intelligent cooperative arrangement, discovered in force in the insect world by the German zoologist, Paul Buchner. Herr Buchner, with his students, has devoted some twenty years to this work, we are told by Adolf Koelsch, who describes the arrangement in *Deutsche Allgemeine Zeitung*. The reason for these "mutual-aid societies," we learn, is that some insects are minus certain functions; and these lacks are made up by microscopic parasites which live in the bodies of their hosts. Plant lice, shield lice, plant fleas, grasshoppers, cockroaches, and ants, as well as certain beetles and butterflies, compensate missing organic functions with the aid of the tiny helpers they support. Continuing:

> This support is thorough, for the insects not only place a great portion of their cell material at the disposal of their guests, as living quarters and workshops, but actually build homes for them out of organs which were apparently meant for other purposes.
>
> Each insect species has its own kind of an "associate." It is interesting to learn that the parent insect provides for the transmission of the fungus germs to its offspring. The transmission of the germs occurs either at the time that the eggs are laid or when the eggs are being formed. In the latter case, the "home" of the fungi in the parent's body automatically opens and permits the germs to wander into the egg cells. The fungus does not interfere

ALL-ELECTRIC
ART CONSOLE



With Stromberg-Carlson's
Famous Tone

Tonal Excellence—insures that fidelity of reproduction which has always been the distinguishing mark of Stromberg-Carlson Receivers.

Selective—separates stations readily even in areas crowded with broadcasting.

Sensitive—brings in distant programs, even from stations in the high wave channels, which are given extra power.

Balanced—eliminates regeneration - uses Hazeltine patents and total shielding.

Smooth Gradation of Volume—permits uniform regulation from a whisper to full intensity, through dual volume control.

Two-fold Entertainment—plays records electrically through the Receiver's audio system, in connection with phonograph and magnetic pick-up.

Handsome—cabinet low and graceful, following the modern trend in home decoration.

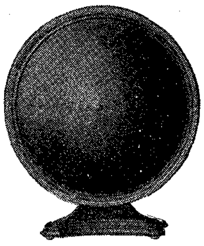
Attractively Priced—$245, less Tubes and Speaker. No. 14 Cone Speaker, shown below, $22.50 (Prices, East of Rockies).

Other Stromberg-Carlson Models available for A. C. or D. C. current areas, as well as models operated by batteries.

Ask your nearest Stromberg-Carlson Dealer for a home demonstration. If there is no dealer nearby, write direct for descriptive literature.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Stromberg-Carlson Sextette over the N B C and 22 associated stations.



"There is nothing finer than a Stromberg-Carlson."

Stromberg-Carlson

Makers of voice transmission and voice-reception apparatus for more than thirty years

A FEW drops of ABSORBINE, JR., well rubbed in, will bring prompt relief. If the muscular pain or ache has been persistent, a few additional applications may be required. If there is a tendency towards muscular aches, rub in ABSORBINE, JR., after any unusual exercise. It will keep the muscles in good condition. ABSORBINE, JR. is pleasant to use. It is not greasy and does not stain the skin. Its odor is agreeable. There are many uses for ABSORBINE, JR.—read "Timely Suggestions," packed in each carton.

At all Druggists, $1.25. *Hospital size,* $2.50. *Send for free trial bottle*

W. F. YOUNG, Inc., SPRINGFIELD, MASS.

for muscular aches
quick relief -comfort
Absorbine Jr
A safe antiseptic
An effective liniment
rub in
Absorbine Jr

BEASTS, BIRDS AND TREES
Continued

> with the growth of the egg. During the complicated propagation processes, and while the insect egg develops into the larva stage, the fungus remains inactive and does not commence to function until its own "home" has been established in the newly formed insect.
>
> All of these facts, particularly the care with which the "host" protects its "guest," as well as the provisions for its transmission from parent to offspring, lead to the conclusion that the fungi are precious companions of the insect which nurtures them, and that in permitting the adoption, the fungi also derive certain benefits from this close association. One may safely accept the hypothesis that the fungi assume the rôle of chemical workshops in the life of the insect host which, by giving it shelter, food and the opportunity for expansion, realizes that these micro-organisms are more useful in certain digestive functions than their own digestive apparatus. This theory is supported by the research work of two French scientists, whose experiments show that the food of the insects can not be thoroughly and beneficially assimilated without the aid of these fungus growths.

In this connection, two important discoveries has recently been made, the account continues:

> In the one, it has been shown that, in addition to the plant-sucking insects, many blood-sucking insects have a similar alliance with these micro-organisms. Bedbugs, ticks, stinging flies, and louse flies are closely associated with parasitic fungi which are found in great quantities in the bodies of the insects. Buchner has demonstrated the second discovery, that wood-eating insects are also inseparably united with certain fungus types.
>
> One of the most common of these insects is the giant wood wasp, *Sirex gigas*. This insect, colored like the hornet, is both large and beautiful, and in hot weather buzzes through the pine-trees with so much noise that it frightens man. The long sting at the end of its body looks equally disturbing, but this fear is groundless, for the insect is entirely harmless. However, they are not favorites with the woodsmen, for their larvæ live in the interior of trees for a number of years. The insect frequently lays its eggs in trees that have already been cut down. As a result, the boring and mining activities of the larvæ come to light a number of years after when the wood may possibly have been used in the construction of houses. Wood is unquestionably tough nourishment, but the larvæ know how to appreciate it. The larvæ are aided by the fungus which the mother insect sprays over the eggs. This is done by means of two sac-like glands, situated near the egg-laying organs, and which house the fungus germs. The germs settle down on the walls of the egg cells and move about in the tiny corridors made by the growing larvæ. They are then mixed with the wood-dust and taken up into the intestines of the maggots where they are found in large numbers. When the female larvæ change into flying insects, they take up their home in the glands mentioned above, only to be ejected at the proper time.

HOW BIRDS' ENEMIES SOMETIMES HELP THEM

THE enemy of the individual game bird may, all unwittingly, prove to be a friend of the species, according to a letter by Henry W. Abbot in *Forest and Stream.* Mr. Abbot's subject is the thinning of the ranks of the heath hen of Martha's Vineyard off the Massachusetts coast, and he believes that the "tragic but inevitable extinction may be owing to a cause little suspected" by the friends of the bird. Mr. Abbot says further:

> Some Northern sportsmen, who controlled 4,000 acres of quail territory in South Carolina, to increase the supply of their favorite game bird, caused all the local and visiting hawks to be poisoned, trapt, and shot by the wardens.
>
> When the season opened in November, to their astonishment they found not more, but far less quail than ever before.
>
> It seems a parasitic insect every few years attacks these birds and burrows under the skin of their necks, which weakens the first quail it finds, and unless this bird—weakened in flight, and so a "trailer" when the bevy rises—is caught by a hawk, the parasite spreads from one neck to another until the whole flock is diseased and dies from exhaustion.
>
> If the balance of nature is not disturbed by man, the hawk catches the first weak bird, and so the paradox is true that the foe of the individual becomes the savior of the species.
>
> Nature, let alone, will always aid the survival of the fittest by destroying the unfit—which is Nietzsche's ideal realized in the kingdom of beasts and birds; for Nietzsche was as cruel as nature.

FAREWELL TO THE FLAME BIRD?

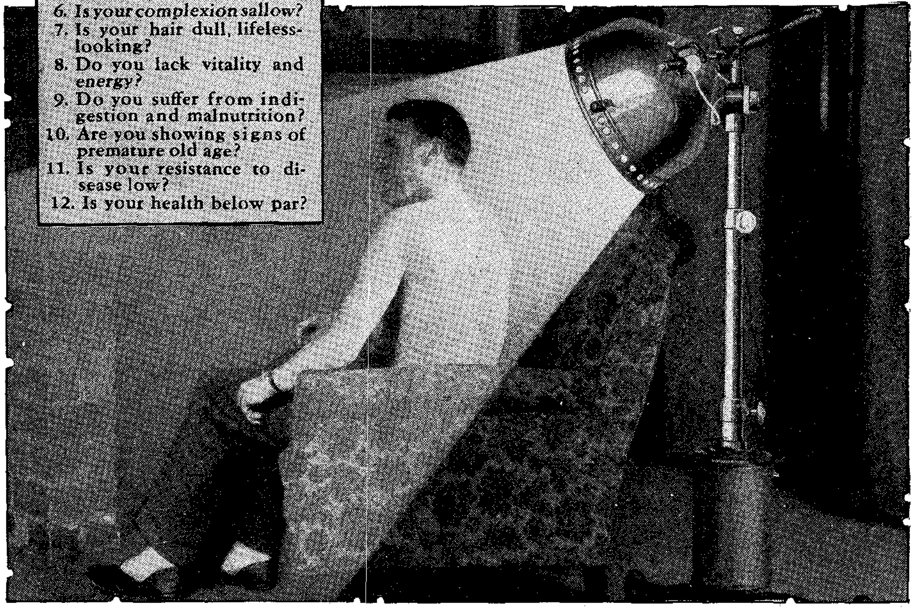
TO its terrible record of destruction to man and his habitations may have to be added the charge that the latest southern hurricane exterminated a beautiful bird species, we read in the Boston *Evening Transcript.* The flamingo, which, this journal tells us, owes its name to the flame that seems to tint its slender body, a rather pinkish vermilion in color, was almost exterminated by the hurricane of two years ago. "It is feared," the account says in addition, "that the destruction wrought by the recent visitation on Andros Island, in the Bahamas, which is the flamingoes' present breeding-ground, has actually wiped out the several hundred young birds that were left there by the storm of 1926." Reading on:

> That storm killed actually thousands of the long-legged, long-necked birds, but left a small crop of youngsters. The loss will be deeply regretted by all visitors to the east coast of south Florida, to which the great pink birds have been in the habit of resorting, and where they have made a most interesting spot as they waded the smooth lagoons.
>
> The American flamingo is described in the books as a bird "intermediate between the stork and the duck." If he is that, "intermediate" can not mean half-way between, for the flamingo bears no resemblance to the duck. Nor has he the sturdiness of the European stork, who

Test Yourself *for* "Sunlight Starvation"

12 TESTS *for "Sunlight Starvation"*

1. Do you tire easily?
2. Do you "catch cold" often?
3. Do you sleep badly?
4. Is your appetite poor?
5. Are you irritable, pessimistic?
6. Is your complexion sallow?
7. Is your hair dull, lifeless-looking?
8. Do you lack vitality and energy?
9. Do you suffer from indigestion and malnutrition?
10. Are you showing signs of premature old age?
11. Is your resistance to disease low?
12. Is your health below par?



NO longer need you suffer the health handicaps which come with "sunlight starvation"!

For new scientific methods—the conclusions of 30 years of intensive experiments and tests—have solved one of today's greatest health problems. Sunshine—pure, concentrated "man-made" sunshine *in your own home day or night*—is now a reality.

A Balanced Blend of Sun-Rays

You will be amazed at the benefits of scientific home use of the new Battle Creek Sun Arc Bath. New vigor, health, youth, follow these sunbaths as naturally as they follow prolonged daily exposures to the sun itself, but *quickly!*

For Sun Arc Sunlight is a balanced blend *in concentrated form* of the tonic ultra-violet, the invaluable infra-red—literally ALL the visible and invisible rays which give natural sunlight its marvelous recuperative and health-promoting qualities.

Thus *minutes* under the Sun Arc equal *hours* of outdoor exposure. And you need NEVER miss the daily "meal" of sunrays which you *must* "feed" to your body to maintain perfect health.

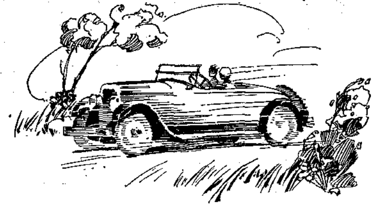
Amazing Results Quickly!

Would you enjoy looking and feeling like a new person, with those annoying little aches and pains, those periodic depressions, gone—your entire system toned up—your resistance to disease multiplied so that you avoid dangerous colds—that "tired feeling" banished forever? Would you like to gain new, radiant health and strength? You can—with Sun Arc Sunlight! Get the facts about this amazing new low-cost health aid. Ask your Doctor about this method—used in the world's largest health institution. And send for the latest bulletin—"What Government Experts Have Discovered About 'Man-Made' Sunlight" and the interesting free book, "Sunshine and Health". For your health sake—write today!

"Man-Made" Sunlight

Only in the carbon arc—the Sun-Arc—will you find ALL the health-promoting rays of actual sunlight. Not only ultra-violet, but infra-red, too!

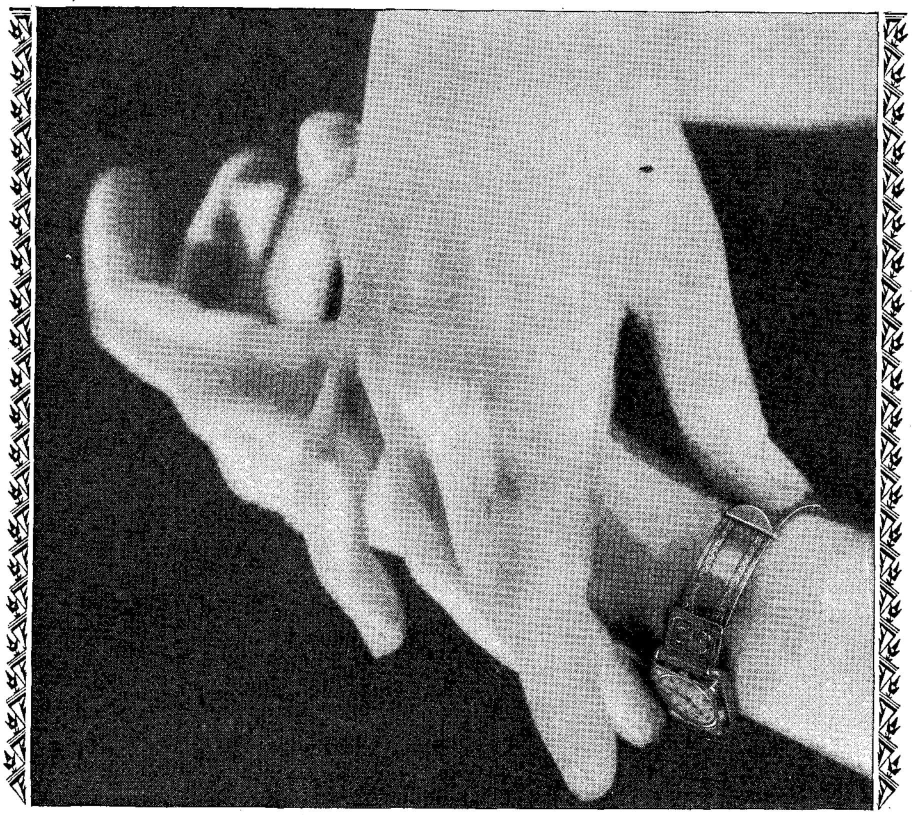
Sanitarium Equipment Co.
Dept. 229-SC Battle Creek, Mich.



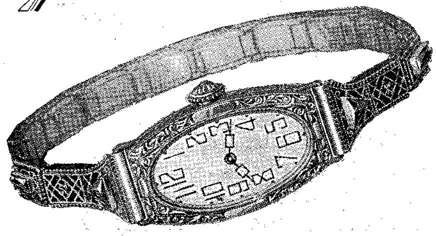
"Sunshine at the Snap of a Switch"

Battle Creek SUNARC Bath

© S. E. Co., 1928



Your watch deserves it!



The new Lady Wadsworth Band—one of many styles for women. Links expand to slip over the hand, contract to fit the wrist. Wadsworth Quality Gold Filled, $5 to $8.25

THAT wrist watch of yours—how carefully you chose it! For materials, workmanship, style.

Surely it deserves a band that completes its beauty and usefulness—a Wadsworth Watch Band.

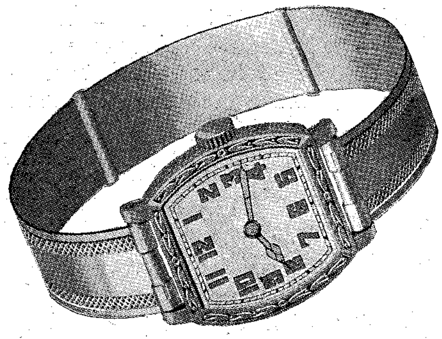
Made in white or green gold filled, or in solid gold, it matches the watch itself. Like a fine watch, too, its beauty is lasting, its style up to the minute!

Clean, bright, sanitary. Safe and economical—no danger of losing your watch, no replacements. And Wadsworth Bands are so constructed that when properly adjusted by your jeweler they assure utmost comfort on the wrist.

The Wadsworth mark stamped inside is the same which for more than thirty-five years has been a recognized assurance of style, quality, and fine workmanship in watch cases.

Your jeweler has the Wadsworth Bands pictured here, and many other models in both flexible and link designs. He can fit one in a moment to any modern wrist watch. Ask him to show you a style which will exactly harmonize with the watch you're now wearing!

THE WADSWORTH WATCH CASE CO.
Dayton, Kentucky, Opposite Cincinnati, O.
Case makers for the leading watch movements



The Olympian model, for men. Expands to slip over the hand, readily adjusted, secured by a snap lock. 14-kt. solid gold: plain, $28; decorated, $30. Gold filled: plain, $7.50; decorated, $8.50. Many other distinctive designs for men

Wadsworth
WORKERS IN PRECIOUS METALS

BEASTS, BIRDS AND TREES
Continued

stands firmly on his ugly legs, and clacks his bill bravely in the face of the storms. The flamingo is so helpless that the Bahaman negroes, engaged in the sponge fisheries and subsisting on a diet of flour, rice, fish, and canned beef, and greedily desirous of fresh meat, have been for many years killing off the flamingo by running in their boats with a stretched line against the flocks. The line entangles and breaks the long, fragile legs of the young birds that are not yet able to fly, and thereby brings them to the black spongers' pots. As the flamingo lays but one egg a year, the whole progeny of a flock may thus be massacred. It is by such means as this that the flamingoes, even before the advent of the hurricane of 1926, had been brought by the hand of man from a species common along our whole Southern coasts to a miserable remnant. Previous to this and similar massacres, from one motive and another, they had, in spite of their comparative helplessness, withstood the hurricanes of centuries, because no storm could ravage the whole of their Gulf and Atlantic habitat. If at last the flamingo joins the great auk and the wild migratory pigeon among the extinct birds of the American continent, it will be chiefly man's fault. The hurricanes which have lately swept Andros Island and the south Florida coast were only the *coup de grâce*. There is no terror of nature which can equal the destruction wrought upon her own fair species by human greed and cruelty.

BUYING ANTS TO WORRY BEETLES

"WITHOUT Black Ants No Cocoa." This sign in both Dutch and Javanese is posted at the entrance of a great coco plantation in Central Java. And this appeal to the natives does not go unheeded, for they turn in some 4,000,000 of the nests of these little creatures every year, and receive in return the gratifying sum of 15,000 or 20,000 gulden. It must not be supposed that the ants are destroyed. On the contrary, they are carefully cherished, and the reason is explained in *Die Umschau* (Frankfort), which quotes Dr. R. Menzel in the *Anzeiger für Schädlingskunde*, thus:

On the Javanese coco plantations are found numerous colonies of the black coco ant, which lives only upon trees infested by the white coco louse. The trees are not injured, either by the white louse or the black ant which preys upon it. The real enemy of the trees is a certain beetle, *Helopeltis*, which also attacks the tea plant. But two Dutch investigators, I. C. van der Meer Mohr and P. van der Goot, who made a study of the subject, demonstrated that when the black ants are present the *Helopeltis* fails to injure the trees. Apparently this sap-sucking pest is disturbed by the activity of the rushing ants, which, however, do not attack the beetle.

When he received a report of this, the superintendent of the plantation, Siloewok Fawangan, determined not only to protect the black ants but to import them. Further, he carefully provided food for them by picking the white loco lice from the shells of the fruit where they congregate and placing them on the coco-trees to attract the ants and thus put the beetles to rout.

The natives were paid to bring in the ants. In those localities where the little insects live the Javanese workers hung up nests made by fastening together into rough bags the broad leaves of the banana plant. These bags make homes which the ants find exactly to their taste. In order to facilitate the pilgrimages of the ants from tree to tree the latter are connected with strands of bamboo for bridges. The worst enemy of the black ant is another variety of ant from which it must be carefully protected.

DO "THINKING" PETS REALLY THINK?

"WHERE was I last night?" asked the interviewer.

"I'll not commit myself," answered the subject of the examination firmly.

"Well, I was in Trenton, New Jersey. Can you spell that?" the questioner went on.

The questionee could and did, and added, "I've been there."

It was Black Bear, a Shetland pony at Briarcliff, New York, that "spoke," by means of lettered tabs taken from a rack with his teeth. His questioner was Alan Macdonald, who records the "interview" in the New York *World* Magazine, and who comments:

> If ever a pony had a man's mind, you would think it was Black Bear, the "wonder Shetland of Briarcliff." So astonishing are his feats that he has won his venerable, kindly master, Mr. Barrett, a rolling stone of a horseman from old Missouri, a permanent home on one of Westchester County's choicest estates. He is a sensation at metropolitan society parties, and the New York section of the American Society for Psychical Research is investigating.

Mr. Macdonald presents evidence on both sides of the question, whether "thinking" animals can really think. But in the *Hamburger Nachrichten*, Dr. C. S. Benedict argues from examples that they can, telling us:

> In 1904, Wilhelm von Osten demonstrated the fact that animals can be taught in the same manner as human beings, and that they can be made to think. His experiments were the first to point out the way to the animal soul. Under his methods, the animals were given the means of expressing themselves by means of tapping with the foot, and a system of "education" was substituted for mechanical training. All of this gave rise to the "Science of the Animal Soul."
>
> The work commenced by Von Osten was continued by Karl Krall, who was particularly successful in his research work. Experiments made with horses conclusively proved that animals possess individual and original mentalities. Krall made careful entries of his various experiments so that we now have, for the first time, a record of the development of animals under instruction. The dog, Rolf, belonging to Paula Moekel in Mannheim, was instructed according to the Krall method, and the results were even more astounding than those achieved with the horses.
>
> During the past ten years, the number of animals expressing themselves by means of

JEWELED ANNIVERSARIES are Remembered

THOSE days that live a lifetime . . . jewel-mark them in memory. Jeweled gifts possess an enduring charm, a subtle something that makes them appreciated records of each anniversary.

Your jeweler's cases are laden now with wares designed to solve your shopping problem. And how pleasant it is to know that these treasured tokens will become more valued with each passing year.

for GIFTS that LAST

Consult your Jeweler

NATIONAL JEWELERS PUBLICITY ASSOCIATION

KEEP A DIARY
and there are no
"*dear days beyond recall*"

ON THE film of life, years are but fleeting captions—moving you to tears or laughter, and then forgotten.

Yet like a film itself, they can be kept—and each time you wish, re-run again—with all their tears and all their laughter.

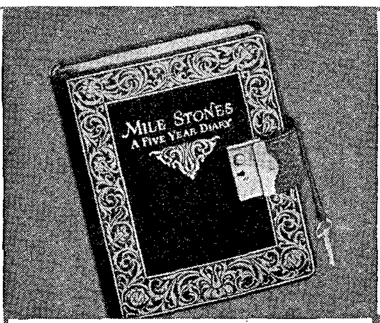
Do not let their stories fade. Keep them clear and fresh within the pages of a diary.

This Christmas make yourself as well as others this gift—a Standard Diary. Select one stoutly bound in leather, that it may withstand hard usage. Then place within it your most intimate thoughts and experiences. If you wish, choose one with lock and key.

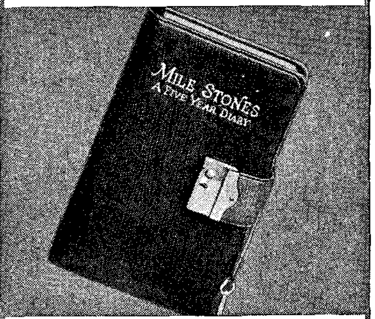
* * *

The Standard Diaries pictured here are but 4 among over 300 styles. If you do not find the one you wish, write for illustrated booklet to The Standard Diary Co., Dept. A, 26 Blackstone St., Cambridge, Mass. Choose the one you wish, then ask to see it at your dealer's, or order from us if your dealer cannot supply you.

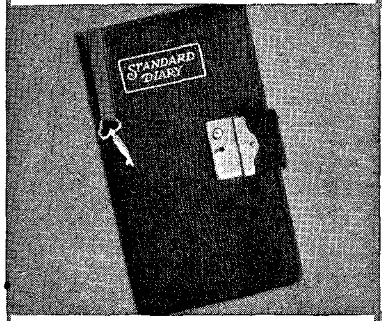
STANDARD DIARIES



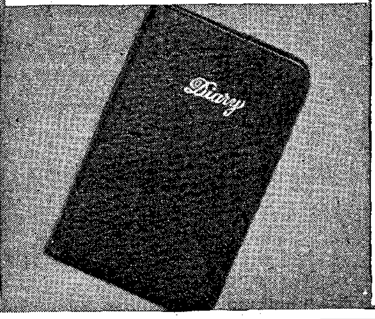
"Mile Stones" No. 1456. The Standard 5-year Diary. Bound in Tarantula Ecrase Leather in rose, green or blue with handsome Florentine 16th Century design richly stamped in gold on cover. Gilt-edge pages. Lock and key. Packed in de luxe gift box. Size 5 7-8" x 5". $6.



"Mile Stones" No. 1406. The Standard 5-year Diary bound in Colonial Grain Leather in green, blue or black with gilt-edge pages. Size 6" x 4". With lock and key. $3.



The Standard Diary for the year 1929. No. 880. Bound in genuine leather with gold-edged attractive pages. One page to a day. With lock and key. Size 6" x 3 7-8". $4.



Pocket style Diary No. 525. Bound in Black Seal Cowhide. 3 days to a page. Size 4 7-8" x 3 1-8". $1.35.

BEASTS, BIRDS AND TREES
Continued

tapping has increased, there now being fourteen horses and twenty-two dogs and cats. Prof. Erwin Zfschokke, Director of the Veterinary High School in Zurich, examined a dog, Ali, a descendant of the famous Rolf. It is interesting to quote from his report as follows: "Ali can calculate correctly such sums as 46 plus 22, 53 minus 17, 5 times 8, 2 times 18. He can spell out written or spoken words. He answers the question, "Where are we going to-day?" with such answers as, "Garden" or "Woods." He can recognize all of the animals and other figures in his picture book. Ali distinguishes the various colors in the book, can tell the time on the face of a clock and the dates on calendars. However, Ali rarely replies except to questions put to him by his teacher. An exception was on the occasion when he was being examined by a veterinarian who asked Ali where he felt pain. The dog immediately raised his head to expose his throat, and the subsequent examination showed that a pin had become stuck in his throat. Ali's performance is especially noteworthy because of the rapidity with which he makes his answers."

Now, returning to the feats of Black Bear set forth in *The World*, we read:

> Black Bear's usual stunts comprise the expression of thoughts, answers to questions, results of mathematical problems, including cube and square root and other "lightning calculations," sentences read from newspapers, and the time of day, by means of a series of little blocks on which appear the letters of the alphabet and the figures from one to zero. These tabbed blocks are hung on racks in regular order. Black Bear picks off such letters as he needs, one after the other, and drops them into his master's hand. Barrett replaces them as he goes along. While the pony will answer questions put to him by visitors, he prefers that they be asked by his master. And Mr. Barrett explains that this condition of mind has grown up because some unkind souls have tried to fool the pony.
>
> The writer met Black Bear in the clean, well-lighted barn where he lives on the estate of W. W. Fuller, the tobacco Crœsus, at Briarcliff. With Arthur Goadby, New York Chairman of the Psychical Research Society, I sat in front of the racks on which hung Black Bear's "voice." Mr. Barrett agreed that the pony should do some of the things that got him, not so long ago, into the New York drawing-room of Sir Joseph and Lady Duveen, where he appeared on a $10,000 rug.
>
> The pony let me know he was glad to meet me, and spelled my name correctly. I watched in vain for some sign of communication between man and horse.
>
> More amazing still to me were his feats in mathematics. Mr. Barrett handed me a slate and I wrote down, one under the other, the numbers 2,234, 5,716, and 7,934. To make the addition more difficult, Mr. Barrett added 4,283 and 7,765. I held the slate before the pony, who shook his head vigorously, and at Mr. Barrett's question announced he could give the result. From his racks he took down the figures to make the total 27,932, which is correct. In the same way he divided 456 by 5, and did other sums.
>
> I came away with a mind full of speculation as to whether, indeed, animals didn't

have the same mental powers as men have. What if dumb animals were thinking silently about humans and their actions just about the same things that other humans think of them?

Mr. Goadby, the psychic research man, told me that, while he had an open mind and it all might be a trick, he did not believe so. He produced a copy of his society's national monthly journal, in which was an article by an Englishman, Frederick Bligh Bond, who had questioned Black Bear much more scientifically than I had done. His questions were designed to demonstrate whether the pony's feats were due to thought transference from Mr. Barrett, whether the pony through association with his master had developed true intelligence, or whether some spirit was using the pony as a medium. His conclusion was that the pony's knowledge transcended that of his master, and that the source of his knowledge was spiritual, or subliminal. There was, he thought, a greater mind working through Black Bear.

"Black Bear's a very intelligent horse," Mr. Barrett told me, when I prest for an explanation, and his shrewd, amused old eyes twinkled. "I taught him to add and subtract little figures, and then one day I found he could do big sums. I taught him the alphabet, and he took to spelling and reading just like a schoolboy. I think horses are much more intelligent than people believe. Black Bear can write on a slate with chalk in his teeth, too. Mr. Fuller and his family like him so much they had me bring him here to stay. He goes up there just like any guest, he's that well-mannered!"

And now for some dissenting opinions. Said one skeptic, according to Mr. Macdonald:

"Animals never possess what is called human intelligence. They have fine memories, and can be taught intricate, difficult things. But at best they are only actors, in the sense that they simply memorize certain movements and actions, and do them as told. They do not and can not think, read, or write. At least, I never knew of one that could. Nor do I know of any person who ever saw such an animal."

The speaker was Joseph Dunninger, professional "mind reader" and magician, upon whose shoulders the mantle of the late Harry Houdini as exposer of spiritualistic frauds fell naturally enough. Dunninger is chairman of the investigating committee of *Science and Invention Magazine*, which offers $21,000 to any medium who produces by spirit forces any effect that Dunninger can't do by legerdemain. Dunninger was one of several masters of magic to whom I submitted the case of the wonder of Briarcliff.

"But Black Bear didn't have a set program," I protested. "You could ask him things in any order."

"Of course I never saw this horse," Dunninger said quickly, "but I have seen many animals in circuses or vaudeville acts who would do the same things, or similar things. It's all training and signals. The animal doesn't even read those letters and figures in the sense that you read them. I doubt if a horse, with his eyes on either side of his head, could see anything held directly in front of his nose!

"Listen. One winter night a while back, a little fox-terrier followed me along the street. At my door, I took pity on him and invited him in. He was a lively little

Times are better-

and so is tobacco for thousands of pipe smokers

TODAY we have better clothes, better homes, better cars, better food—these are the signs of American progress and success. Where once we bought for price alone, now we buy for value. Is it any wonder then, that thousands of pipe smokers are welcoming the genuine pleasure and solid comfort of Old Briar Tobacco!

Of the messages that come to us, every day, from men everywhere, nearly all ask the question, "How can you give so much quality in Old Briar Tobacco for so little money?"

Nothing we can say proves so convincingly that pipe smokers today want a better tobacco.

Only the highest quality tobaccos, entrusted to experts with years of scientific knowledge in the art of mellowing and blending, go into Old Briar Tobacco. And quantity production makes it possible at such a moderate price.

If you are not already enjoying Old Briar Tobacco, give it a thorough trial. Send us the coupon below, with 10c — coin or stamps—to cover postage, mailing expense and tax, and we will mail you a full-size pouch of Old Briar Tobacco.

Old Briar
Superior Quality Smoking Tobacco

25c package—
two pouches wrapped together

United States Tobacco Company
Richmond, Virginia, U. S. A.

Gentlemen: I would like a pouch of Old Briar Tobacco. I enclose 10c for postage, mailing expense and tax.

Print Name ....
Address ....
City .... *State* ....
L. D.—11-17-28

Of All the Pleasures Man Enjoys Pipe Smoking Costs the Least

Old Briar Tobacco

"THE BEST PIPE SMOKE EVER MADE!"

United States Tobacco Co., Richmond, Va., U. S. A.

GENIUS CAN IGNORE CONVENTION

A GENIUS gets away with a lot of bad form and actually is *admired for it!* The rest of us must strictly comply with convention's every mandate. Otherwise we find ourselves the hapless subjects of ridicule or derision.

For instance, we must observe the correct form in evening jewelry: studs, vest buttons and links cannot be of assorted styles. All must *match!* As well, when we dress in tuxedo, our tuxedo jewelry should be either black enamel or dark mother-of-pearl; and only white mother-of-pearl for full dress.

Krementz Dress Sets help one to meet the requirements, as they come in full sets that are *matched.* To satisfy the individual taste there is offered a wide variety of designs and styles. And Krementz quality has placed Krementz Dress Sets on display in the smartest shops the world over.

For yourself — for the gift — buy Krementz Evening Jewelry.

KREMENTZ & CO., Newark, N. J.

No. 2082—Full Dress Set. White mother-of-pearl centers; Krementz Quality white metal rims. Complete, $7.50. Other sets to $50.

Krementz

CORRECT EVENING JEWELRY FOR MEN

BEASTS, BIRDS AND TREES

Continued

thing, eager for kindness. I called him Spot. I taught him to sit up and roll over, and the rest of the regulation tricks. Then I taught him to do a real trick. All alone in the room with you, with the aid of a set of cards numbered from one to zero, and perched in regular order in little holders on a nickeled bar, he did a real mystifier.

"You would, for instance, think of a number of three digits. You would reverse them—that is, if the number was 642, the reverse would be 246. You would subtract the smaller one, and tell Spot the last digit of the result. Spot would immediately pick out the other two on the bar, pushing them in turn with his nose. Wonderful, they used to say! But that wasn't all. You could repeat slowly any series of numbers, like 2,465, 3,658, etc., and Spot would listen attentively. Then, presently, he would pick out the result of their addition on the bar! He got quite a reputation as a lightning calculator!

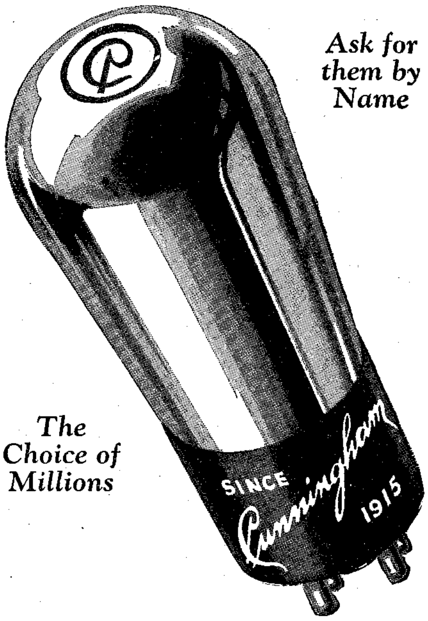
"You see, the bar rested on a table. When you examined it, it was just a smooth nickeled bar. But when I fixt it on the table, I let down the back a secret rail or slide. In the opening, under each one of the holders on top, was a little movable button. Needless to say, the bar made contact on the table that permitted me to operate the buttons from the next room. There was a dictograph in the showroom. I heard the questions, set down the answers. Spot would wait silently and motionless behind the table, watching the buttons. When I prest one, he would push the holder with his nose!

"But for these things bars and dictographs are by no means necessary. An animal can be trained to watch you from the corner of its eye, for the slightest signal. And he will do as he is taught on signal. Animal-act trainers use different signals. With Spot, I used the slightest movement of my thumb. He would stand back of a row of figures or letters. He would run his nose slowly along, stopping when my thumb flicked. With others, it may be the angle of a whip, touching of the different parts of the animal's body—quite, as far as the onlookers can see, naturally and without significance.

"To train Spot to watch for the thumb signal required time, infinite patience, and repetition—and that was all. The method was the old one. I started with the bone on the floor. The dog leapt for it, I frightened him back. I got him to the point where he would stand and watch it for any length of time, but not touch it until I held up my hand. Then until I flicked my thumb. The rest was as simple. A system of punishment and reward, applied with kindness, firmness, and understanding, is the answer to the mystery of the apparently intelligent animal."

R. S. Schlosser, the magicians' magician, who in his cluttered little shop devises and makes all sorts of tricks and trick materials for showmen, held the same view. He had always been interested in tricks, both human and animal, and he had never seen a horse, dog, or other beast that could think like a man. In all cases that he had seen, the master did the thinking and figuring, and had secret signals with the beast. Some years ago he knew a showman who had a thinking, reading goose. The master in this case was a lightning calculator, but audiences always admired the goose.

Cunningham RADIO TUBES



Ask for them by Name

The Choice of Millions

Cunningham Radio Tubes speak with a note of authority on tone Quality

E. T. CUNNINGHAM, Inc.
New York Chicago San Francisco

Manufactured and sold under rights, patents and inventions owned and/or controlled by Radio Corporation of America

In Service since 1910

Eighteen years at the Sports Desk of a great newspaper! This Vul-Cot has carried more than 20 tons of newspapers, cigarette stumps, scrap paper and whatnot—and is still good as new! A Vul-Cot for every worker saves time, and interruptions. Vul-Cot in olive green, maroon, oak, walnut, mahogany — and Naco-lacquered pastel tones. At stationery, house-furnishing and department stores.

VUL-COT
- the national wastebasket

Guaranteed 5 years
National Vulcanized Fibre Co.
Wilmington, Del.

USE Cuticura Soap DAILY
as a health measure
to protect the skin and scalp from contagion and infection 25c.
AT ALL DRUGGISTS

Recent Discovery Brings New Relief to the DEAF

German science has again given the world a great discovery—this time for the relief of deafness. This new invention offers you relief of a measure heretofore unknown—hearing aid that is superlatively true, clear and natural, with absolutely no buzzing or static. This is guaranteed.

THE NEW Universotone TRADE MARK

While it weighs but a few ounces, this new type instrument possesses tremendous power, volume and clarity of tone. With its tiny earpiece tucked comfortably in the ear it is less conspicuous than ordinary eyeglasses. (See photo.) Write today for complete description, prices and details of our special home trial offer. Address Dept. 311, American Phonophor Corporation, 19 W. 44th St., New York, N. Y.

It's a PHONOPHOR of course

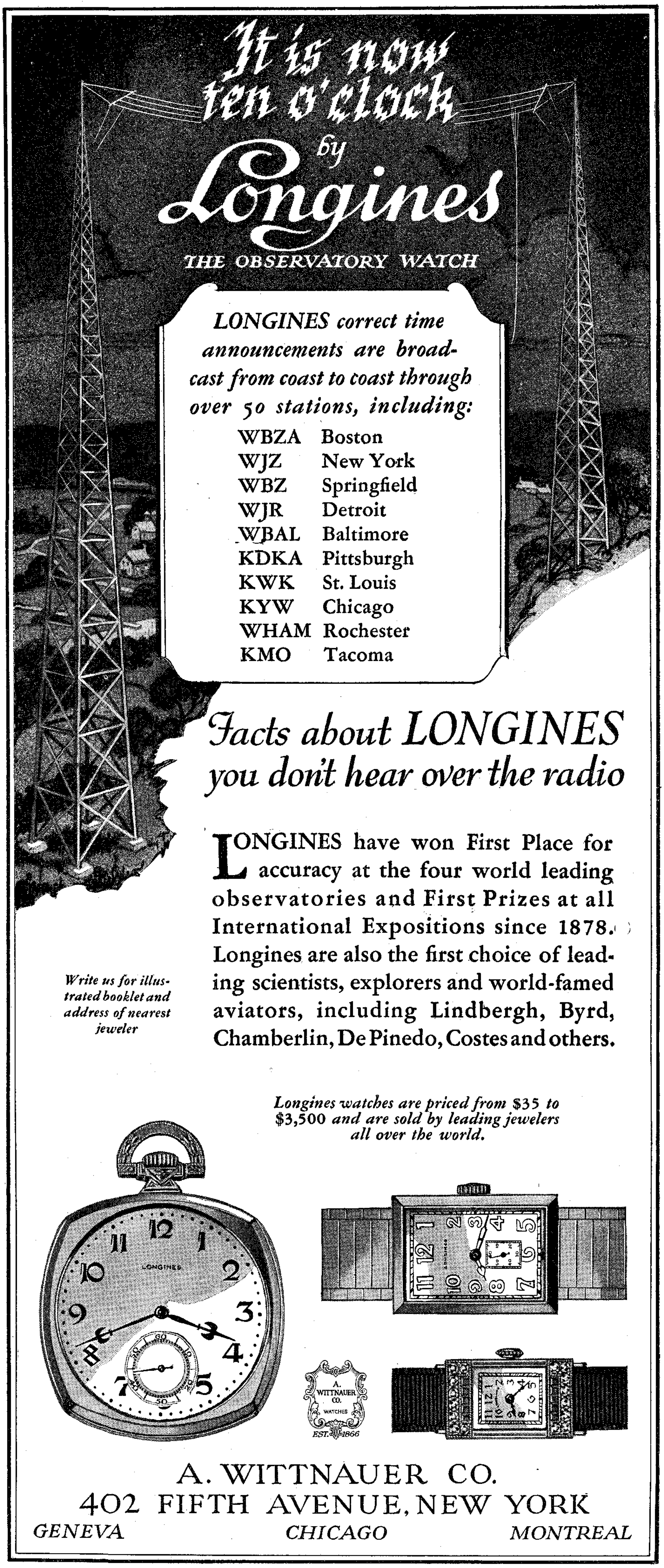
GIVING THE MUCH-MALIGNED CROW SOMETHING TO CROW ABOUT

THE bare branches of the tree were a tempting perch, but a moment after the flock of crows had lighted to rest most of them were on their way in terror. The others lay dead on the ground, the victims of hunters. Crows were a nuisance, according to these nimrods. They were noisy grain thieves. Hence, away with them! But now a coat of whitewash to lighten the somber hue of the crows' reputation in rural districts comes from Germany in an article by Dr. H. Sachtleben in *Kosmos* (Stuttgart). If our friend, the crow, and his allies, the rook and the raven, do help themselves to some corn for their dinners, they more than pay for their meals by the insect pests they consume for dessert. So at least concluded Professor Roerig in the zoological laboratory of the biological institute in Germany, according to the writer, who continues:

> The contents of the stomachs of various species of crows were examined, and an important feature of the study was the attention paid to nestlings, as well as to grown birds. The Roerig research is of special significance, since the crows examined came from different parts of Germany and were taken at every season of the year.
>
> The total weight of the stomach contents of 3,259 ravens and hooded crows amounted to 29,676.2 grams. Of this total 18.5 per cent. was stones, 57.6 per cent. was vegetable matter, and 23.9 per cent. was animal matter. The grain contents of the stomach included wheat, rye, oats, barley, potatoes, maize, buckwheat, peas, and various seeds. In 344 specimens the remains of mice were found, these constituting 24.4 per cent. of the animal food devoured by the birds, while insects formed 34.5 per cent. of the animal food.
>
> Both of these items of diet, of course, stand to the credit of the crows. But on the other hand they make away with such food useful to man as hares, rabbits, and the eggs of game birds.
>
> Somewhat different percentages were found in the stomachs of rooks. Fifteen hundred and twenty-three of these birds were examined. The contents of their stomachs amounted to 12,706 grams, divided as follows: Stones, 27.6 per cent.; vegetable matter, 46.9 per cent.; animal matter, 25.5 per cent.
>
> These rooks ate fewer mice, but on the other hand destroyed an enormous number of insects.
>
> After a careful summing up of benefits rendered and the damage done by crows and their allies, Roerig announced this conclusion: "Every crow is a source of more gain than loss to the agricultural interests of the region where it is found."

The author also quotes the results of the studies in this field by another investigator named Schleh. While Schleh differs in some respects from Roerig, he makes the following significant statement:

> "No less than 78 per cent. of the 375 crows examined had fed on insects. Especially noteworthy is the number of injurious insects and their larvæ destroyed. One hundred and thirty-eight crows had devoured wire-worms, 133 maggots, and



It is now ten o'clock by Longines

THE OBSERVATORY WATCH

LONGINES correct time announcements are broadcast from coast to coast through over 50 stations, including:

WBZA	Boston
WJZ	New York
WBZ	Springfield
WJR	Detroit
WBAL	Baltimore
KDKA	Pittsburgh
KWK	St. Louis
KYW	Chicago
WHAM	Rochester
KMO	Tacoma

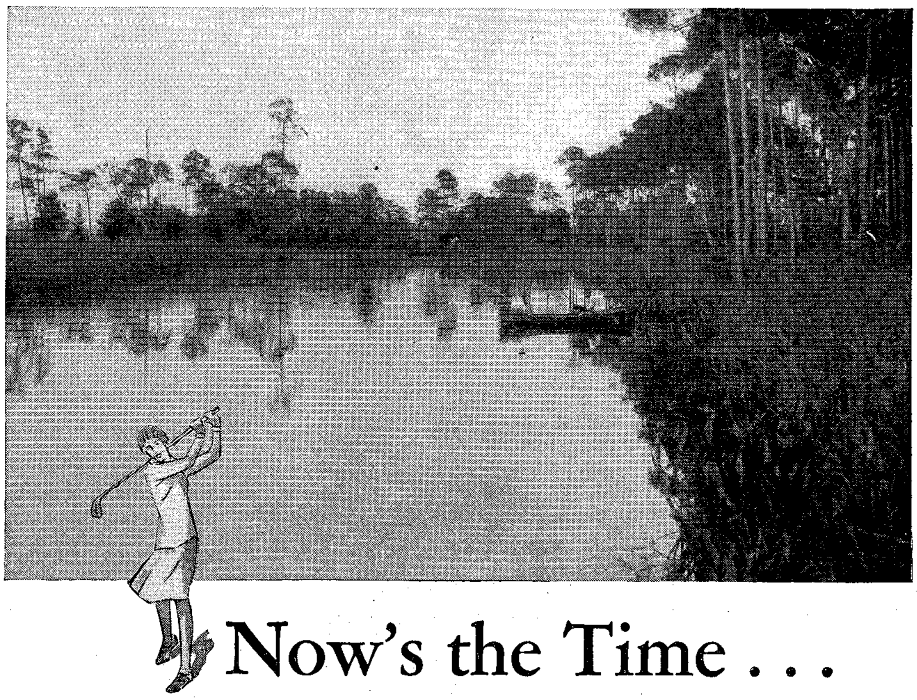
Facts about LONGINES you don't hear over the radio

LONGINES have won First Place for accuracy at the four world leading observatories and First Prizes at all International Expositions since 1878. Longines are also the first choice of leading scientists, explorers and world-famed aviators, including Lindbergh, Byrd, Chamberlin, De Pinedo, Costes and others.

Write us for illustrated booklet and address of nearest jeweler

Longines watches are priced from $35 to $3,500 and are sold by leading jewelers all over the world.

A. WITTNAUER CO.
402 FIFTH AVENUE, NEW YORK
GENEVA CHICAGO MONTREAL



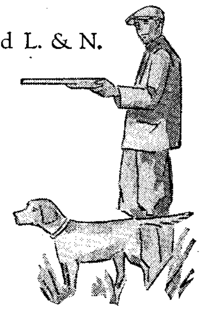
Now's the Time . . .
to Plan Your Most Interesting *and* Enjoyable Vacation

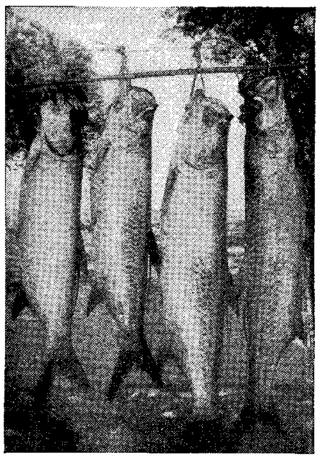
Don't wait 'til the last minute to make your winter holiday plans. Write today for information about that glorious section of America which bounds the Gulf of Mexico between the Apalachicola River in Western Florida and the quaint, interesting, old-world city of New Orleans.

From the time you step aboard a Southbound L. & N. train, you'll enjoy every minute of your trip; this section is not only rich in historic interest and charm, but it is the finest of outdoor playgrounds. Hunting (quail, grouse, duck, and water-fowl of every kind); fishing in inland streams and lakes, or going after the big ones of the Gulf's depths; golfing on perfect fairways and greens; tennis playing, motor boating, motoring, horseback riding, swimming in glass-enclosed pools—they are all at their finest here—and you are just a few hours' ride to New Orleans, "America's most interesting city," or to those other charming old cities—Mobile and Pensacola.

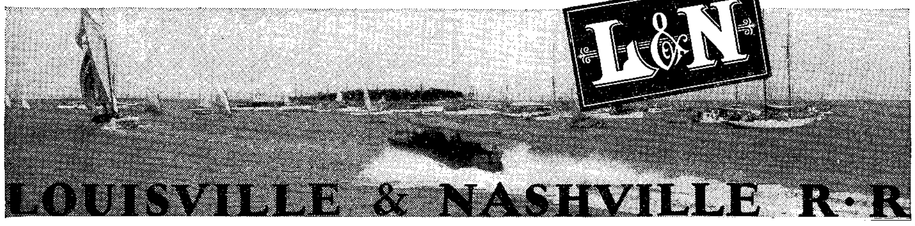
Splendid hotels, boarding houses, camps, and lodges afford every type of accommodation, from the most inexpensive to the most elaborate of suites. The climate is wonderful, not too hot or too cold, bracing and invigorating rather than enervating. Splendid health-giving water from deep artesian wells. Lots to see and lots to do all the time.

Write today to R. D. Pusey, General Passenger Agent, Louisville & Nashville R. R., Room 320-A, Ninth & Broadway, Louisville, Ky., for descriptive matter, and complete information about train schedules, hotels, rates, etc.





The GULF COAST



L&N
LOUISVILLE & NASHVILLE R·R

BEASTS, BIRDS AND TREES
Continued

92 weevils of various species, including some very injurious sorts."

The conclusions as to the economic value of crows arrived at by Roerig and Schleh are especially valuable since they include data as to the diet of nesting crows. The task of feeding the young brood causes an increase in the activities of crows. But it is at brooding and rearing time that the severest war is waged against crows, either by taking the eggs or young birds or by shooting the nests out of the trees. Hence it is important to know whether a thinning out of the crows' ranks at this time is helpful or harmful to agriculture.

With respect to this it is shown, especially by the extensive investigation undertaken by Schleh, that animal food is of special importance in the diet of nesting crows. Because this animal food includes a large percentage of insect pests, Schleh makes the emphatic statement that the diet of the nesting crow is of valuable assistance to agriculture.

THE 'GATOR: OUR SOLE SURVIVING WILD ENEMY IN THE EAST

WITHIN the thicket into which the South Carolina planter stept warily with his shotgun under his arm was a small pool at which his hogs and other plantation stock often drank. A hog had been mutilated, and had been seen escaping from the thicket. There was but one answer to that riddle. The planter's rifle was unavailable, as it happened, and he was even devoid of buckshot for his shotgun, but he was going to take a chance with number eight shot, explains Herbert Ravenel Sass in *The American Magazine*, under the title, "Alligator Tales." Behind a convenient bush near the margin of the pool, the planter sat down and waited patiently. There was nothing to show, writes Mr. Sass, that beneath the glassy surface of the pool "lurked black, armored death." But after a while:

> He heard the grunting of hogs coming down to the water, and presently, as the sounds grew louder, he saw two rounded knobs appear upon the still surface of the pool.
>
> It was a matter of moments then. A pig came out of the bushes and began to root in the muck at the water's edge, and the two knobs moved slowly forward, so slowly as scarcely to make a ripple on the glassy surface. Suddenly, when those two knobs were no more than a few yards from the rooting pig, they were transformed into a long, hideous head. In another instant the fatal rush would have been launched; but at that moment the shotgun roared, and at that close range the charge of number eights tore a gaping wound. It required several additional shots to finish the marauder, which measured nine feet nine inches from nose to tail tip.
>
> The presence of this nine-footer in a small and isolated pool within sight of a plantation house illustrates another interesting phase of alligator life. Evidently, this 'gator had come overland, either from a creek about half a mile distant or from one of several lagoons, the nearest of which was probably a mile away. He had made

this pool his ambush, because the plantation animals were in the habit of drinking there, and in this way he was able to pick up some easy meals. As a matter of fact, alligators occasionally make considerable journeys overland, and not infrequently 'gators of fairly large size are found in bodies of water of ridiculously inadequate dimensions.

The average American thinks of the alligator as a Florida animal, and is much surprized to learn that it exists elsewhere—perhaps more abundantly to-day—than in Florida, where its numbers have been greatly reduced. In the Carolina plantation country it abounds. Here is a beautiful and romantic region of many rivers and creeks, of many placid lagoons, of many cypress-bordered backwaters or "reserves" of the old rice-planting days; and in most of these the alligator is at home. A few weeks ago Charles Bull and I spent a morning in a leafy ambush beside a little fresh-water lagoon within half an hour's ride of a larger plantation house, and there was scarcely a minute when we could not see at least six large alligators, sometimes as many as ten, in the small area of weedy water in front of us.

Even more grotesque was an apparition that now and again fixt their attention upon a certain spot on the surface of the lagoon, not more than twenty yards away, says Mr. Sass, continuing:

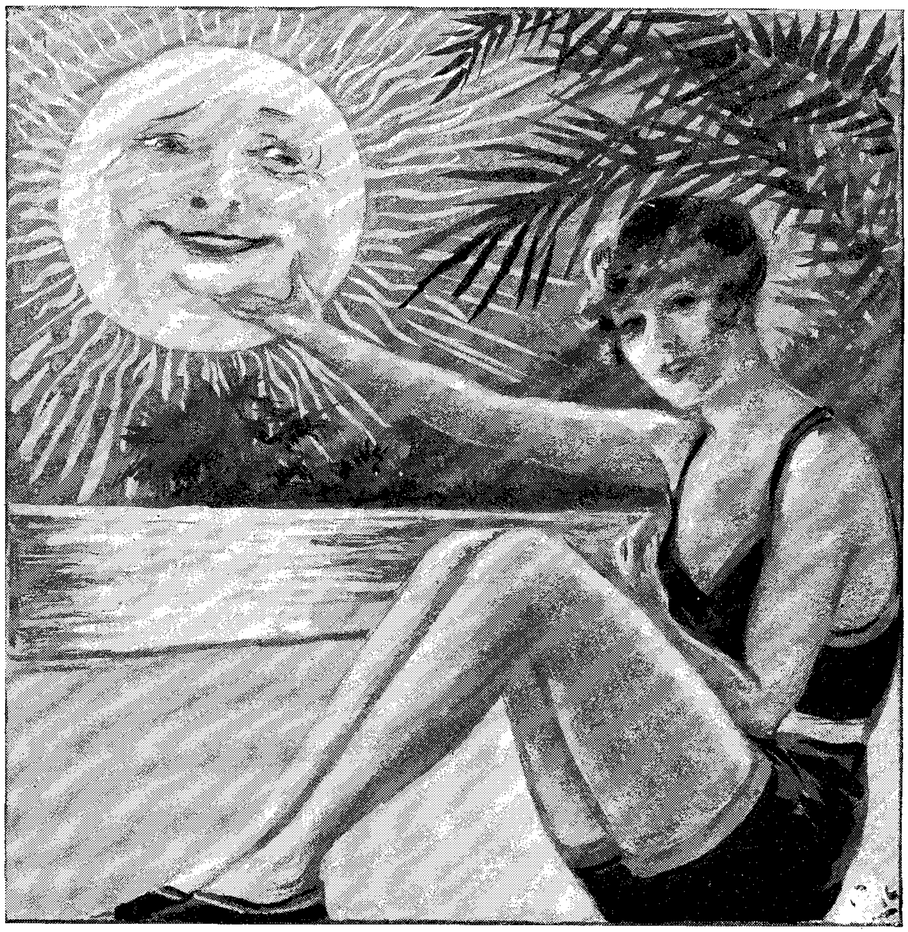
At that spot, at more or less regular intervals, the black water stirred uneasily and a huge rounded muzzle appeared above the surface, rising higher and higher very slowly—until at last we saw nearly the whole head of a great alligator, covered with green and yellow water-weeds resembling long wet hair, thrust above the water, and tilted upward as tho the creature were gazing at the sky or the treetops above the shores of the lagoon.

Not only the head but the whole broad, blunt muzzle with its protruding tusks, the whole wicked chin, and much of the scaly throat were exposed; and sometimes when it thus rose slowly from the depths, this fearful dragon-countenance was turned toward us, so that we could see its appalling breadth and thickness, while at other times we viewed it in profile, and could measure its length with our eyes.

As again and again the huge uplifted head rose slowly, to remain exposed for some minutes and then sink out of sight, the spectacle puzzled us more and more. Alligators do not rise in this fashion with uptilted muzzle, but come up with the head parallel with the plane of the water, so that the periscope eyes appear first above the surface. At last the mystery was solved:

Near that monstrous upthrust countenance another great alligator head appeared, not tilted upward like the first, but resting flat in the water and pointing away from the other head. It rose higher until part of the creature's back was visible; and we saw then that the first 'gator was lying with its lower throat resting upon the submerged body of the other, and that this was why, when the second 'gator rose at intervals close to the surface, the head of its companion appeared above the water in that grotesque uptilted attitude.

It is only in certain parts of the plantation country, where the conditions are exceptionally favorable to the saurian marauders, that the alligators are able to make serious inroads on the planters' live stock. The lagoon mentioned just now, where Bull and I were studying 'gators, is situated in the woods on a long, narrow island with the sea on one side of it and open marshes



Millions starving for winter Sunshine—*and here it is in perpetual abundance!*

Instead of sighing for spring's return why don't you cheat winter, as tens of thousands do, by following the sun to Florida?

Here you may play out in the sunshine, go sightseeing to your heart's content and claim your share of health and happiness even though the calendar says it is winter. There are thousands of things for you to see in this great state. There are hundreds of enjoyable experiences awaiting you.

You CAN *afford to visit Florida this year.* Living costs are reasonable. Use the coupon below to secure information.

Department of Agriculture :: Tallahassee

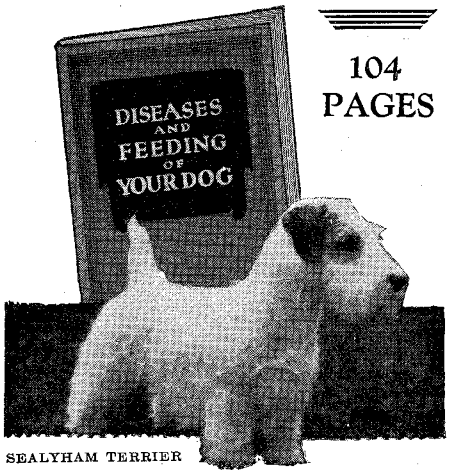
FLORIDA

THE SUNSHINE STATE

Your Questions Please!

Use this coupon to secure facts

DEPARTMENT OF AGRICULTURE
Tallahassee, Florida
(Room 5)
Please send information about subject checked.
☐ Tourist Resorts
☐ Agriculture
☐ Industries
Name ....
Address ....



Sturdy little fellow. Not yet common in America, but growing in popularity. This breed originated in Pembrokeshire, England, and is named after the seat of the Edwardes family in that district.

JUST PUBLISHED...MOST AUTHORITATIVE WORK AVAILABLE TO DOG OWNERS

WRITE for your free copy of this book now. Learn the latest developments in veterinary science—how best to protect the health of your dog. This textbook explains the causes and symptoms of dog diseases with modern methods of prevention and treatment—feeding of puppies by accurate schedules, general care, etc.

Don't Speculate With Your Dog's Health

Why give your dog a medicine of questionable quality when you *know* that a Glover's medicine assures the greatest possible efficacy and safety? These medicines are laboratory tested. They are safe for every breed—the best that science can compound.

GLOVER'S
Imperial
MEDICINES FOR DOGS

Sold by Drug Stores, Pet Shops, Kennels and Sporting Goods Stores

FREE ADVICE BY OUR VETERINARIAN—in any matter concerning sanitation and the health, care and feeding of your dog. Write, giving full particulars of dog's age, breed, sex, symptoms, etc.

H. CLAY GLOVER CO., Inc.
Dept. D, 119 Fifth Avenue, New York, N. Y.
Sales Agents: Harold F. Ritchie & Co., Inc.
40 East 34th Street, New York

BEASTS, BIRDS AND TREES
Continued

on the other. A friend of mine, last summer, attempted to raise hogs on this island, but found that the 'gators got nearly all the young pigs. On another plantation, some thirty miles inland, a negro whom I knew waxed eloquent on the subject of alligators, the last time I talked with him, his eloquence being due to the fact that the reptilian raiders had taken seven of his half-grown hogs in rapid succession, deliberately stalking them in the open rice fields bordering the creek near his house.

Of course, it is only occasionally that an alligator is able to enjoy pork. As a rule, his diet consists of fish and frogs, with now and then a water fowl or a marsh rabbit. If there is one thing that he loves better than pork, it is dog. In this region a number of dogs are taken by 'gators every year; and this, even more than his occasional inroads on the planters' woods-ranging hogs, is responsible for the incessant warfare waged against the 'gator. Except in winter, when the saurians have retired to their secret dens, they are a serious menace to the lean, long-eared hounds of the deer-hunting packs, which sometimes, in the excitement of the chase, follow the deer into waters teeming with unseen dangers.

Apparently the deer is seldom, if ever, attacked. Fawns are taken from time to time, but I know of no instance in which a full-grown deer has met death in a 'gator's jaws. A dog, once seized, has almost no chance of escape, yet I know of one case in which a large and powerful hound, pulled under by an alligator in a deep, broad river, freed himself in some miraculous way from his terrible assailant and reached the shore not much the worse for his experience.

I had, last July, an interesting demonstration of the alligator's inordinate fondness for dog meat. I had just built a camp, a small three-room cottage, on the bank of a salt-water creek. We were spending a week or two there and I had my two English setters with me. Because the creek was salt—in fact, the open Atlantic lay directly in front, scarcely more than a quarter of a mile distant across the level marshes—the thought of alligators had not entered my head, and one of the dogs, a great water-lover, had been in and out of the creek repeatedly.

One afternoon I was sitting on the bank of the creek, fishing, within a stone's throw of the house, when I saw an alligator come swimming around a bend of the stream. The two dogs were lying on the bank near me, so I knew that Pete, the water-lover, was in no immediate danger, and I watched the 'gator curiously as it came on, its head and four or five feet of its back showing above the surface. Thirty yards from the spot where I was sitting the saurian ranged up against the opposite bank and lay there motionless. Just at this moment a negro boy approached, bringing me some bait, and the two dogs began barking at him.

Instantly the 'gator shifted its position, and in another instant it started at full speed across the creek straight for us.

Plainly the dogs' voices excited it powerfully, so that it appeared almost oblivious of danger; and, finally, after I had taken the dogs into the house, the saurian came to rest against the sloping bank in front of the house, not more than fifty feet from the piazza, and lay there, grimly waiting. I rather enjoy having 'gators in my front yard—they add a certain touch of wildness to the scenery—but in this case it was the 'gator's life or Pete's, since the dog could not be kept out of the water, and his next swim would undoubtedly be his last.

Whatever may have been true in former days, alligators do not now attack men. Of course, a big alligator, trying to get back into his watery refuge, will charge any man that gets in his way; but, once in his own element, he will sink out of sight immediately, and either remain completely hidden or else reveal nothing except his periscope eyes and nostrils as long as the man remains in the vicinity.

It would probably be perfectly safe to go swimming in waters abounding with alligators, declares Mr. Sass, "yet it is perhaps as well to remember that in the water a man may not be quickly recognizable as a man." Moreover:

> If the saurian tried to do so ,any alligator of respectable size could pull even the strongest swimmer under without the slightest difficulty, while the tusk-studded jaws of a big bull could crush the bones of a human leg or arm as easily as a man crushes a match-stick with his teeth. The fact remains, however, that there is no record in modern times of an alligator of our American species attacking a human swimmer in this region, or in any other, so far as I am aware.
>
> The books say that our American alligator is far on the road to extinction. This is one instance in which we need not believe in books. The alligator is going to be with us for many a year to come, tho it is high time laws were passed to control the commercial hide-hunters who periodically reduce the number of large specimens, thus taking away from our rivers and lagoons one of the most interesting spectacles that they afford.
>
> It is largely due to its habit of denning up during the winter season that the alligator owes its present abundance in the Carolina plantation country. In Florida, where it is active the year round, it has been decimated. Here it lies safe from man in its secret dens during most of the cooler portion of the winter when the hunters are abroad in the woods, and it does not emerge again until March, when the hunting season is over. Soon the hot weather comes, the season that the 'gator loves best; and in the heat of summer few men, even the professional hide-hunters, are inclined to spend much time in the steaming swamps or on the inland rivers and lagoons.
>
> For my part, I wish him well. I like alligators. I like to see them and to hear them; the bellowing of a big bull dragon, by the way, is one of the most impressive sounds of the American woods, an eloquent reminder of those colorful early days when a man could scarcely sleep near one of the great swamps because of the unearthly chorus of the wild beasts.
>
> And the bigger a 'gator is, the better I like him. He adds something of mystery, something of prehistoric strangeness to the lovely moss-tapestried lagoons and the slow, winding rivers of the plantation country. He is not beautiful; but he is fascinatingly interesting, the largest and most formidable (except to man) of the surviving wild killers of our Eastern woods, practically the only wild animal left in the eastern part of the continent that can bring back the thrill of pioneer times by raiding the farmer's herds. Surely it is by no means a lamentable thing in these overcivilized days that, in one of the oldest parts of America, that touch of the unspoiled and shaggily romantic wilderness still survives.

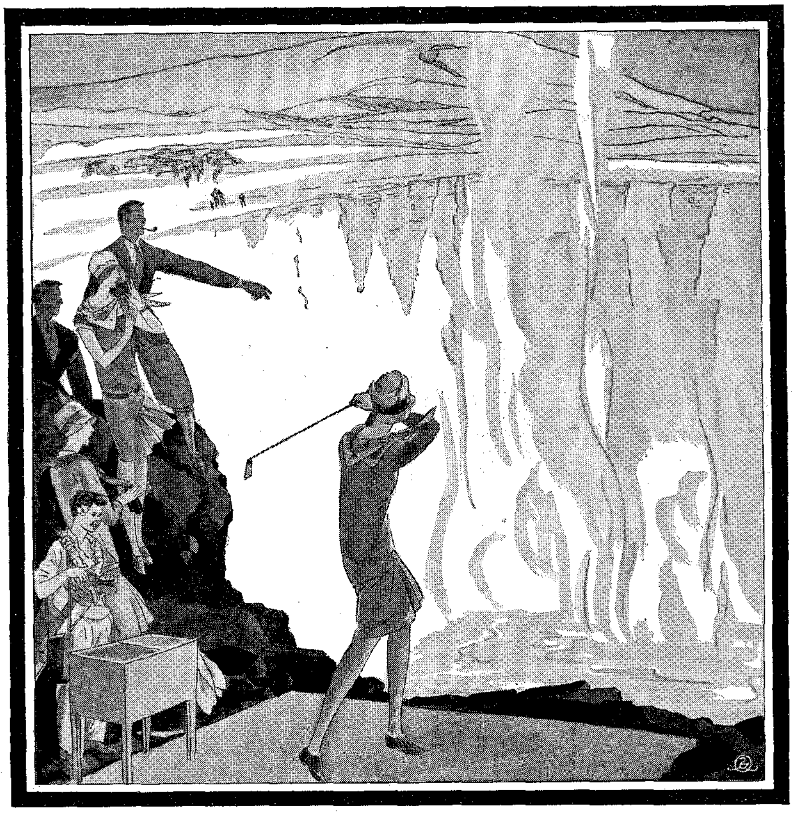
KILLING OFF GALAPAGOS TURTLES FOR SOUP

A LITTLE more green fat, Mr. Alderman? Ah, yes! The Galapagos turtles, scions of the race of giant tortoises which roamed the earth in the Age of Reptiles, will soon be extinct, and perhaps in time the gourmets will have to content themselves with mock turtle soup. The Spanish word for turtles is *galapagos*, mentions Doris M. Cochran, in *Nature Magazine*, so it is not hard to guess how the "waterless, rocky and uninviting" Galapagos Islands in the southern Pacific off Ecuador, got their name. When discovered, they were alive with material for enough turtle soup to feed an army. But, as Miss Cochran (a member of the staff of the United States National Museum) tells us:

> Since the days when mortal man first set eyes on these shores, the turtles have steadily diminished, until by now the tale of man's greed is almost told, and the turtles are gone from nearly every one of the many islands where formerly the crews of the whaling ships used to bring two hundred in a single day to the shore to be taken aboard. The discovery of such a supply of delicious meat was of great importance to buccaneers and whaling ships, which would often stop off these desert islands and procure enough turtles to last them a year or more. The turtle meat was esteemed as a great delicacy, and the fresh food was a godsend to the sailors, faced with the possibility of contracting scurvy, brought on by an insufficiency of fresh vegetables or meats. The turtles were carried into the ship and laid on their backs in the dark hold, where they could not turn over. Here they lay for perhaps a year or more alive and nourished on their own stored fat and on the peculiar storage-pockets of fresh water which were contained in their necks. In fact, large turtles were sometimes killed solely to furnish a drink of sweet water. In this region without wells or springs or natural fresh water of any sort except that from the rain, a wise provision of nature allows these creatures a storage-bag for water in their necks, so that when rain water collects in every crevice of the lava rocks, the turtles may drink their fill before it evaporates under the rays of the tropic sun. They then are able to do without another drink of water for long periods, living on what they carry about with them.

Single vessels sometimes took on board as many as seven hundred turtles at one time, this number being easily obtained in a few days' hunt on shore, relates Miss Cochran, continuing:

> One of the earlier explorers was Woodes Rogers, who visited the islands in 1707. He tells us that "the creatures are the ugliest in nature, the shell not unlike the top of an old hackney-coach, as black as jet, and so is the outside skin, but shriveled and very rough. The legs and neck are very long, and about the bigness of a man's wrist, and they have club-feet, as big as one's fist, shaped much like those of an elephant, with five thick nails on the forefoot, and but four behind, and the head little, and visage small like snakes', and look very old and bleak. When at first surprized, they shrink their neck, head and legs under their shell. Two of our men with Lieutenant Stratton and the trumpeter of the



Make **HAWAII'S** *world-famed Hole-in-One this winter!*

Golf your way around Hawaii's lovely islands this winter—and when you play the Volcano course, step to the 19th tee at the very brink of Kilauea's steaming crater and send a bright new ball streaking out into the world's most famous "hole-in-one"!

You can play on eighteen scenic courses in Hawaii. But then, there's the outrigger-canoeing and surfboarding at Waikiki—the morning swim in the gentle surf that's cool in summer and warm in winter—the days of loafing on a coral beach.

And there are little cruises, too, that coax you to sightseeing voyages among the islands of Maui, Oahu, Kauai and Hawaii. Game-fishing expeditions in a Japanese sampan. Motor trips to quaint Hawaiian villages, forests of giant tree-ferns, stupendous canyons and idyllic beaches. Magical evenings when the moonlight dances on the palm leaves, and Hawaiian *hula* girls portray the legends of an ancient race.

Stay long enough to see it all! Hawaii is only 2,000 miles (four to six days' delightful voyage) from the Pacific Coast; and all-inclusive tours range upward from $400 to $500 including all steamer fares, hotels and sightseeing, for a month's trip with two or three weeks ashore. De luxe accommodations, also, that are equal to those of Europe's most renowned resorts.

Your local railroad or travel agent knows exactly how to plan your trip via Los Angeles, San Francisco, Seattle or Vancouver. No passports or formalities — Hawaii is U. S. A.

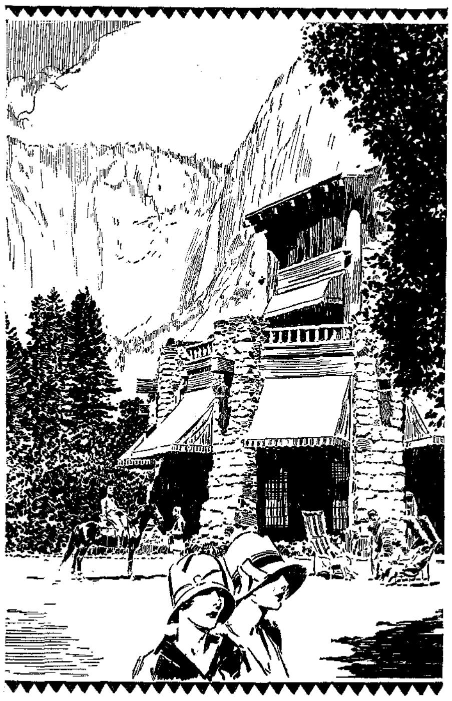
HAWAII
The **WORLD'S** *Enchanted Island Playground*

LASSCO LINE from LOS ANGELES
Sailings every Saturday over the delightful Southern route on Lassco luxury liners and popular cabin cruisers. De luxe accommodations; also economy tours on all-expense tickets. Ask at any authorized travel agency or at Los Angeles Steamship Company offices: 730 South Broadway, Los Angeles; 505 Fifth Avenue, New York City; 140 South Dearborn, Chicago; 685 Market Street, San Francisco; 119 W. Ocean Avenue, Long Beach, Calif.; 217 East Broadway, San Diego, Calif.

MATSON LINE from SAN FRANCISCO
Sailings every Wednesday and every other Saturday over smooth seas on fast de luxe liners; also popular one-class steamers. Novel entertainment features—glorious fun. Matson All-expense Tours include transportation, hotels, and sightseeing. See your travel agency or Matson Line: 215 Market St., San Francisco; 535 Fifth Ave., New York; 140 So. Dearborn, Chicago; 1805 Elm St., Dallas, Tex.; 510 W. Sixth St., Los Angeles; 1319 Fourth Ave., Seattle, 82½ Fourth St., Portland, Ore.

HAWAII TOURIST BUREAU 41
SAN FRANCISCO: P. O. BOX 3615—LOS ANGELES: P. O. BOX 375—HONOLULU, HAWAII: P. O. BOX 2120
Please send Hawaii booklet in colors to my address written in margin below.
*Name*________________ *Address*________________

THE AHWAHNEE... ***Open all year***
Already among the world's famous hotels.
$12 upward, American Plan.



No California Trip is complete without
YOSEMITE
NATIONAL PARK

Picture the sight of bold El Capitan, two-thirds of a mile of sheer granite, or brooding Half Dome, towering even higher above the serene meadow floor! . . . of the stately Mariposa Grove of Big Trees, world's oldest living things!

There are tours, hikes and saddle trips to *all* of Yosemite Valley's superb interest-points, and up high mountain trails to the majestic panorama above. Outdoor sports all day, every season in the year—evenings of novel entertainment at the colorful Ahwahnee, California's finest resort hotel!

Picturesque, year-round accommodations may be found for every travel allowance—American, European Plan or Housekeeping. Rates are very moderate, ranging from $1.50 a day upward in Housekeeping cabins and $2.50 upward, European Plan inns, to the luxurious Ahwahnee (see above).

Stop-over privileges granted on your main-line ticket at Merced, Calif. All-Expense tours from Merced, for from $30 to $76.75, cover 2 to 4 days in Yosemite. Ask your travel agent and write for booklets that will help plan your trip.

Overnight from San Francisco or Los Angeles

YOSEMITE PARK AND CURRY CO.
Dept 100, Yosemite National Park, Calif.
Please send me Yosemite picture booklets

NAME________________________

ADDRESS________________________

BEASTS, BIRDS AND TREES
Continued

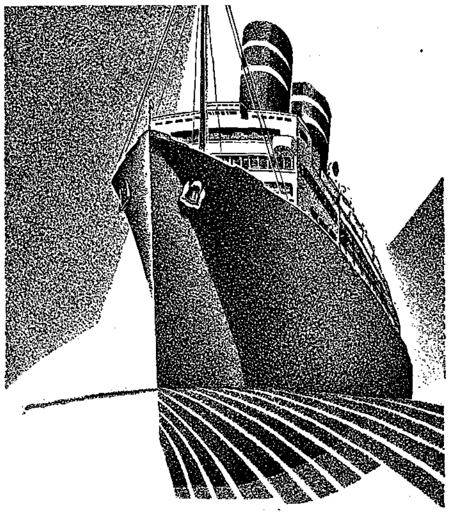
Duchess, affirm they saw very large ones of this sort, about four feet high. They mounted two men on the back of one of them, which, with its usual slow pace, carried them and never regarded the weight. They supposed this could not weigh less than seven hundred pounds."

In 1800 Amasa Dealno visited the Galapagos Islands, and later published an account of his experiences. Miss Cochran quotes him as saying:

"The terrapin, or, as it is called, the land tortoise, that is found here, is by far the largest, best and most numerous of any place I have ever visited. Some of the largest weigh three and four hundred pounds, but their common size is between fifty and one hundred pounds. They have a very long neck which, together with their head, has a very disagreeable appearance, very much resembling a large serpent. I have seen them with necks between two and three feet long, and when they saw anything that was new to them, or met each other, they would raise their heads as high as they could, their necks being nearly vertical, and advance with their mouths wide open, appearing to be the most spiteful of any reptile whatever; sometimes two of them would come up to each other in that manner, so near as almost to touch, and stand in that position for two or three minutes, appearing so angry that their mouths, heads and necks appeared to quiver with passion; when by the least touch of a stick against their necks or heads, they would sink back in an instant, and draw their necks, heads and legs into their shells. This is the only quick motion I ever saw them perform. I was put in the same kind of fear that is felt at the sight or near approach of a snake at the first one I saw, which was very large. I was alone at the time, and he stretched himself as high as he could, opened his mouth, and advanced toward me. His body was raised more than a foot from the ground, his head turned forward, in the manner of a snake in the act of biting, and raised two feet and a half above his body. I had a musket in my hand at the time, and when he advanced near enough to reach him with it, I held the muzzle out so that he hit his neck against it, at the touch of which he dropt himself upon the ground and instantly secured all his limbs within his shell. They are perfectly harmless, as much so as any animal I know of, notwithstanding their threatening appearance. They have no teeth. They take their food into their mouths by the assistance of the sharp edge of the upper and under jaws, which shut together, one a little within the other, so as to nip grass or any flowers, berries or shrubbery, the only food they eat."

The supply of turtles was already beginning to diminish when Darwin visited the islands in 1835 during the famous voyage of the *Beagle*, we learn; and Miss Cochran quotes Darwin's account of his observations. Thus:

"The *Beagle* sailed around Chatham Island, and anchored in several bays. One night I slept on shore on a part of the island, where black truncated cones were extraordinarily numerous; from one small eminence I counted sixty of them, all surrounded by craters more or less perfect.



All Expense Cruises/
HAVANA and MEXICO CITY

See **HAVANA** this season. Delightful sightseeing in automobiles and launches. Visit the Prado, Malecon, Morro Castle, Cabanas. Enjoy golf, tennis, boating, bathing, dancing. Novel sights! Charming scenes! Endless diversion!

10 to 17 Days
All Expenses $160 up

In **MEXICO**, European life and color amid the relics of ancient civilizations. Shore visits at Havana, side trip to Merida, sightseeing trips in Mexico City included.

25 Days—All Expenses $275 up
Ask authorized Tourist Agents or

WARD LINE
Foot of Wall St., New York
AGWI LINES

MEDITERRANEAN CRUISE $600 UP
ss "Transylvania" sailing Jan. 30
Clark's 25th cruise, 66 days, including Madeira, Canary Islands, Casablanca, Rabat, Capital of Morocco, Spain, Algiers, Malta, Athens, Constantinople, 15 days Palestine and Egypt, Italy, Riviera, Cherbourg (Paris). Includes hotels, guides, motors, etc.
Norway-Mediterranean, June 29, 1929; $600 up
FRANK C. CLARK, Times Bldg., N. Y.

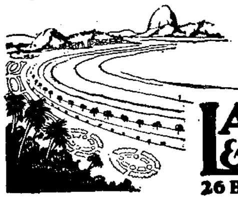
STANDARD DICTIONARY superiority quickly becomes plain to the man or woman who investigates.

SOUTH AMERICAN CRUISE TOURS
Including
MARDI GRAS AT RIO
BY LUXURIOUS LINERS BUILT SPECIALLY FOR TROPICAL VOYAGING

CRUISE-TOUR No. 1
60 DAYS—$995 UP
Leaving New York, January 5th, 1929, by the S. S. VANDYCK, visiting Brazil, Uruguay, Argentina and West Indies.

CRUISE-TOUR No. 2
46 DAYS—$775 UP
Leaving New York, January 19th, 1929, by the S. S. VESTRIS, visiting Brazil and West Indies.

Rates include Hotels and Conducted Sightseeing Ashore.



Apply to your Local Agent or
LAMPORT & HOLT LINE
26 Broadway, New York City

The entire surface of this part of the island seems to have been permeated, like a sieve, by the subterranean vapors; here and there the lava, while soft, has been blown into great bubbles, and in other parts, the tops of caverns similarly formed have fallen in, leaving circular pits with steep sides. From the regular form of the many craters, they gave to the country an artificial appearance, which vividly reminded me of those parts of Staffordshire, where the great iron foundries were most numerous. The day was glowing hot, and the scrambling over the rough surface and through the intricate thickets was very fatiguing; but I was well repaid by the strange Cyclopean scene. As I was walking along, I met two large tortoises, each of which must have weighed at least two hundred pounds; one was eating a piece of cactus, and as I approached, it stared at me and slowly stalked away; the other gave a deep hiss, and drew in his head. These huge reptiles, surrounded by the black lava, the leafless shrubs, and large cacti, seemed to my fancy like some antediluvian animals. . . . The *Beagle* proceeded to Charles Island. This archipelago has long been frequented, first by the buccaneers, and latterly by whalers, but it is only within the last six years (since 1829) that a small colony has been established there. . . . In the woods there are many wild pigs and goats, but the staple article of animal food is supplied by the tortoises. Their numbers have, of course, been greatly reduced in this island, but the people yet count on two days' hunting giving them food for the rest of the week. It is said that formerly single vessels have taken away as many as seven hundred, and that the ship's company of a frigate some years since brought down in one day two hundred tortoises to the beach. . . . They frequent in preference the high damp parts, but they likewise live in the lower and arid areas. . . . The tortoises which live on those islands where there is no water feed chiefly on the succulent cactus. The tortoise is very fond of water, drinking large quantities and wallowing in the mud. The larger islands alone possess springs, and these are always situated toward the central parts, and at a considerable height. The tortoises, therefore, which frequent the lower districts, when thirsty, are obliged to travel for a long distance. Hence broad and well-beaten paths branch off in every direction from the wells down to the coast; and the Spaniards, by following them up, first discovered the watering places. When I landed at Chatham Island, I could not imagine what animal traveled so methodically along well-chosen tracks. Near the springs it was a curious spectacle to behold many of these huge creatures, one set eagerly traveling onward with outstretched necks, and another set returning, after having drunk their fill. When the tortoise arrives at the spring, quite regardless of any spectator, he buries his head in the water above his eyes, and greedily swallows great mouthfuls at the rate of about ten in a minute. The inhabitants say each animal stays three or four days in the neighborhood of the water, and then returns to the lower country; but they differed respecting the frequency of these visits. The animal probably regulates them according to the nature of the food on which he has lived. It is, however, certain that tortoises can subsist even on those islands where there is no other water than what falls during a few rainy days in the year."

Since the days of Darwin, the turtles have become entirely extinct on most of the

San Francisco

All round-trip railroad and steamship tickets via this city allow a ten days' stopover beside the Golden Gate

In the path that experienced travelers make around the globe, certain cities come to be known as "international" cities. They belong to their own nations, but serve the world. Shanghai, Constantinople, Paris, London, New York, Rio Janeiro are among these world cities on the international highway.

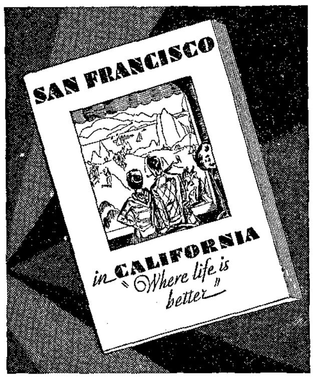
And one is *San Francisco.*

Cosmopolitan and picturesque, world-searching in its enterprises, imperial in its destiny and setting, San Francisco has ever lured the traveler. It is the great gateway to the Orient, the Hawaiian Islands, New Zealand and Australia. It is also gateway to the business and recreational opportunities of the whole Pacific Coast. A visit to California, or to the shores of the Pacific, is greatly enhanced if San Francisco is allotted sufficient time for intimate acquaintanceship.

Come this winter! The mean average temperature between winter and summer varies but six degrees. Fairways are green the winter long, or purple and golden with flowers. Here is no sleet, no snow. Close at hand are the radiant California valleys; redwood trees older than civilization; the idyllic King's Highway to the Spanish Missions of historic days; beautiful Yosemite Valley (open and accessible from San Francisco the year around); the Monterey Bay region—all a glorious playground.

The West is growing rapidly. A winter visit to San Francisco need not be less enjoyable if it discloses important business opportunity for you.

in CALIFORNIA



"*Where life is better*"

A very attractively illustrated book on SAN FRANCISCO *will be sent to you, without charge, by Californians Inc., a public organization with nothing to sell. Send for your copy now.*

CALIFORNIANS INC., Dept. 311, 703 Market Street, San Francisco.
Send me the free book "SAN FRANCISCO"

Name ______________________

Address ______________________

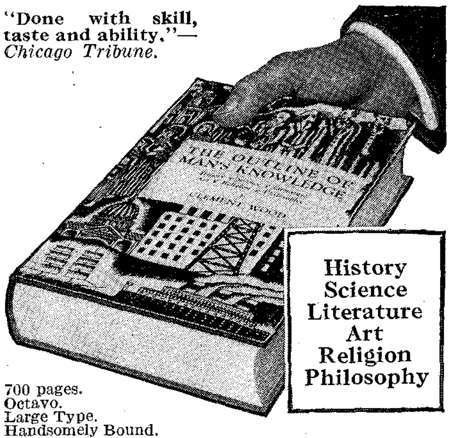
"More dramatic than drama, more interesting than fiction." —*Birmingham News.*

"A university in itself." — *Pittsburgh Sun-Telegraph.*

"Done with skill, taste and ability."—*Chicago Tribune.*

"The ONE book to read and know." —*Philadelphia Public Ledger.*

"Like viewing the universe from a hill-top."—*Toledo Times.*



700 pages.
Octavo.
Large Type.
Handsomely Bound.
Illustrations, etc.

A Background that Will Broaden Any Mind

NOW you can have at your command what man has learned in the six greatest branches of human knowledge and culture. Six great romantic outlines, six comprehensive sections that will bring you—compressed into one 700 page volume—the thrilling story of the world's HISTORY down to date—the stirring march and trends of RELIGION—the thought and wisdom of man's PHILOSOPHY—the intriguing beauty of the ARTS—the all-embracing survey of every branch of SCIENCE—and a complete panorama of the world's LITERATURE from the first Neolithic scribblings to the work of modern authors.

A Liberal Education —in a Single Volume

THE OUTLINE OF MAN'S KNOWLEDGE, by Clement Wood, is the ONE book, the only book, that gives you the fascinating story of what man has learned and accomplished from the world's birth in a flare of meteoric splendor up to the arrival of radio, aviation and television. Here is the whole story—all of it—Science, Art, Literature, History, Philosophy and Religion—in one large beautiful volume that you can actually BORROW for a week at our expense.

Send No Money— Borrow It at Our Expense

Clip and mail the convenient coupon and it will bring you prepaid, a copy of THE OUTLINE OF MAN'S KNOWLEDGE, by Clement Wood. Examine it. See for yourself how fascinating is the story of knowledge. Read it freely for a week. See how much you have missed in the realms of things you OUGHT TO KNOW. If you are not completely satisfied, send the book back within seven days. Otherwise, keep it as your very own and remit the astoundingly low price of only $1.50 and two dollars a month for two months thereafter.

But don't decide now. See this all-absorbing work first. You can do that at our expense. Send no money. Fill in the coupon and put it in the mails at once. Do it now. LEWIS COPELAND COMPANY, Dept. 33, 119 West 57th Street, New York.

Tear Off Along This Line and Mail Today

Lewis Copeland Company, Dept. 33
119 West 57th St., New York City

Kindly send me THE OUTLINE OF MAN'S KNOWLEDGE, by Clement Wood, 700 pages, illustrated, handsomely bound. Within 7 days I will either return the book or remit $1.50 as first payment and then $2.00 per month for two months, a total of $5.50. (Cash discount 10 percent.)

Name..

Address..

City........................ State..............

BEASTS, BIRDS AND TREES
Continued

islands, and are very rare in the few restricted spots where they are still known to exist; and we learn further:

> There have been numerous expeditions from various museums which have thoroughly studied the surviving remnants of these mighty races. Mounted examples of Galapagos turtles are now on exhibition in the United States National Museum in Washington, D. C. The skeleton of a Duncan Island turtle gives a good idea of the massive bony structure which was necessary to carry such a great weight of flesh over a country so rough and rugged as were the volcanic isles where the turtles abounded. The neck was usually carried in the curved position, but it could be extended to a considerable distance when the turtle reached branches of the thorny bushes which he ate, or paused to regard his surroundings. Like our own box-turtle, the Galapagos turtle carried the weight of his body partly on the tips of his toe-nails, particularly on those of his forefeet, and his nails were extremely strong and hard and thick for that purpose.
>
> The turtle which has lived in the Zoological Park in Washington, D. C., for many years seems perfectly contented in his grass-filled enclosure, and dines off carrots as contentedly as tho he had never been accustomed to a diet of thorns in an arid wilderness where he had to travel miles for a drink.

CAT AND DOG MASCOTS WHICH HAVE SHARED HUMAN PERILS

"YIP! Yip!" exulted the pup. "Pfffft!" retorted the cats in angry chorus as their backs went up and their tails suddenly approximated drum-majors' bearskin shakos in size. Then, down the deck of the vessel there was a chase which ended with the pussies in the rigging speaking harshly to the pup who danced and barked in glee beneath them. But this did not last long. Sampson, the pup, and Art and Anty, the cats, named for the Arctic and Antarctic, decided that since they would be together a long time and see a lot of danger together they might as well be friends. For this furry trio are on their way to the South Pole with Commander Byrd; and whatever dangers may threaten the humans in the expedition, the mascots are apt to come back home safe and sound, according to Loia Cheaney, who writes of the pets of Arctic and Tropical explorers in the New York *World.* Seven times, we read, on dangerous expeditions "where men have died or disappeared into the unknown, their pets or mascots have come through the hazards alive and well, and have returned to civilization to round out their days." In the veiled corners of the world, the writer continues:

> Men who lead lives of isolation and peril for the sake of science or adventure become crotchety and ill-tempered. This is caused as much by boredom as by hardships. It is then that the pets of the expedition prove their true worth. A man may tire of his companions' opinions or chatter, but he can sit for hours and dream his own thoughts with a cat purring contentedly on his lap or a dog to fondle.
>
> Commander Richard E. Byrd of the Antarctic expedition, therefore, interposed no objection when members of his party provided themselves with three mascots, a dog and two cats. Sampson, the pup, early made friends with all on shipboard, and even became tolerant of the two cats, named Art and Anty.
>
> The forecastle claims the pets as their own so far, but if this expedition is as others which have preceded it into uncharted spaces on the map, before the return every one from the Commander to the humblest mess boy will claim ownership of at least one of the pets.
>
> Little Titina, the dog belonging to General Nobile, is perhaps the most distinguished of all mascots, for she is the survivor of two hazardous expeditions as well as the only dog that has flown over the North Pole.
>
> When Roald Amundsen, lost in the North this summer in the search for Nobile's party, was in command of the *Norge*, he allowed Nobile to bring Titina into the dirigible which flew from Spitsbergen across the Pole to Alaska. His approval of the mascot was less whole-hearted than that of other members of the crew.
>
> Telling of the hazardous hours when ice slivers started piercing the gas-bag of the dirigible, Amundsen said:
>
> "Nobile's dog, Titina, had somehow got a feeling of the situation, and went backward and forward in the gondola, howling and whining, with its tail between its legs. This did not brighten matters."
>
> But other members of the expedition loved the little dog, and felt only sympathy for her distress.
>
> The second expedition on which Titina was taken was the disastrous voyage headed by General Nobile himself. Titina fell from the dirigible, with the gondola that plunged to an ice floe in the Arctic Sea. Titina escaped unscathed. She was rescued by Captain Lundborg, the Swedish aviator, when General Nobile was taken off the ice-floe. In those dreary days when rescue seemed remote, little Titina was the only one of the party whose spirits were unflagging.
>
> Now she is back in Italy with her master, sleek and sheltered, and as happy as if she had never been through adventures fraught with misery and desperation.
>
> An unusual mascot was in the party of Scott the dauntless British explorer, in his race for the South Pole, a race he lost to Amundsen by the scant margin of a week. One of the men of Scott's expedition adopted a penguin which followed him about with great devotion.
>
> Naturally he would have been called Penny, but being a comical and little bird and the mascot of a British party, he became Ha'penny. His funny, awkward antics were a source of delight to Scott's men. His greatest trick was to push a rock carefully over the ground toward the person whose good graces he wished to enter.
>
> This always brought uproarious laughter, for that is the supreme gesture of affection used by penguins when they find the lady of their choice during the mating season. Ha'penny learned that it was a trick which brought unfailing good-nature to the camp.
>
> Ha'penny was destined for the British Zoological Gardens, but that was when things were going well. Scott lost his life on the return from the South Pole. Ha'penny wandered away from the party and

probably returned to the companionship of other penguins.

The Canadian Arctic Expedition commanded by Vilhjalmur Stefansson had for its flagship the *Karluk*, captained by "Bob" Bartlett. When the ship was being outfitted, some one gave the boat a big black cat.

Captain Bartlett, telling of the end of the *Karluk* and the march to Wrangel Island, said:

"When the ship was crusht and we were working to get things out of her before she sank, I told the men to be sure not to forget the cat. They put her in a basket and placed her in the box house (a temporary shelter). There she became very much at home. Early in her residence she got into difficulties with a dog that had wandered through the entrance. She landed suddenly like an animated bunch of porcupine quills on the dog's nose. The dog shook her off and tried to take his revenge. We saved the cat in time.

"After that she never bothered the dogs again. When the advance party started for the land, John Hadley and Fred Maurer made a deerskin bag to carry the cat, and she rode on a sledge in state."

The black cat remained at Wrangel Island while Captain Bartlett, accompanied by one Eskimo, made the trip over the ice to Siberia, and from there to Nome, where he obtained a boat to rescue the men left on Wrangel Island. When he arrived with the rescue party, he found two Eskimo men, one Eskimo woman, two Eskimo children, nine white men of an original twenty—and the black cat.

When the survivors returned to civilization, the cat was given to Hadley and Maurer. Hadley allowed Maurer to keep it, and he brought it home and presented it to his mother, Mrs. David Maurer.

Back in 1900, when the Duke of Abruzzi sailed to the Arctic in quest of discovery and glory for the honor of King Humbert of Italy, he found a dog mascot. He had difficulty in getting the sturdy Eskimo dogs necessary for the expedition, for Denmark at that time refused to let the dogs of Greenland be taken from the country.

Dr. Fridtjof Nansen, dean of the Arctic explorers, gave Abruzzi all he could spare, among them Grasso, who became the mascot of the whole expedition. When Abruzzi returned to Italy, he took Grasso with him, and found that the mild Italian climate suited the dog born in the Arctic as well as if it had been his native heath.

Fred Maurer and Lorne Knight, two veterans of the Canadian Arctic Expedition, returned to the Far North as members of the ill-fated Wrangel Island Expedition. Allan Crawford, a young Canadian, was in command, as it was intended by the expedition to establish Canada's claim to the island. The party included Milton Galle, a young Texan, and Ada Blackjack, an Eskimo seamstress. They also took a cat, a little gray-striped thing whose name, ironically enough, was Victory.

The expedition ended in black tragedy. Crawford, Maurer and Galle started over the ice to Siberia for supplies, and disappeared. Knight, left behind with Ada Blackjack, died of scurvy. When the *Donaldson*, their supply ship, arrived at Wrangel Island, Ada, carrying the little cat, ran out to the boat with the tidings of Knight's death. She learned then that Maurer, Crawford and Galle had never reached their destination. She and Victory alone survived. The mascots always have come back.

$275,000,000

CONSTRUCTION WORK
NOW IN PROGRESS IN

VIRGINIA

No State is showing more rapid industrial progress than is Virginia.

A recent report by the Commissioner of Labor and Industry shows construction work now under way amounting to $275,000,000. This enormous total does not include millions that the government is spending nor a highway construction program of some $20,000,000 annually.

Industry has awakened to the fact that Virginia offers opportunities that cannot be ignored.

Search for locations where plants can serve Northern and Southern markets points squarely to Virginia.

Virginia's equable climate, free from extremes of heat or cold, makes ideal "working weather" the year through.

Virginia enjoys cheap water-borne transportation and the facilities of the greatest natural harbor in the East.

Mountain streams furnish abundant power. Coal mines are close by.

There is plenty of native-born labor. Strikes are almost unknown.

To these natural advantages have been added the benefits of intelligent, progressive legislation. Tax rates have been reduced. The tax on Capital in Business has been reduced one-third as compared with 1926. Virginia's "pay-as-you-go" policy safeguards against pyramiding bond issues and the ensuing taxes.

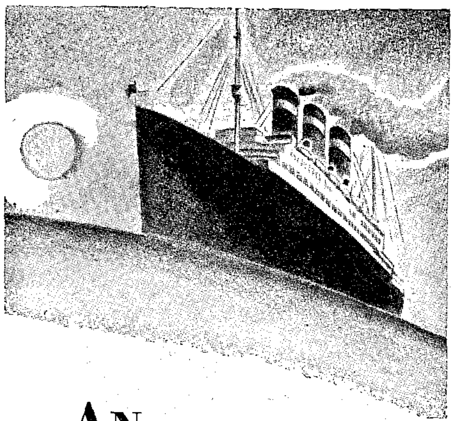
Industry has been quick to take the cue. Virginia's industrial output, $667,850,000 in 1926, will leap beyond a billion in 1929.

***Write for the Booklet,* "INDUSTRIAL VIRGINIA"**

VirginiA
"THE BECKONING LAND"

Conservation and Development Commission

STATE OFFICE BUILDING
RICHMOND, : : VIRGINIA



AN
IDEAL CRUISE
to the
MEDITERRANEAN

46 days—12,000 miles
blue skies and sunshine
all the way

Forty-six days of unalloyed pleasure in the lands where civilization got its start. 12,000 miles of luxurious cruising with an ocean liner for your palatial yacht. From the red roofs and purple peaks of Madeira to the land of the Nile, with its amazing monuments antedating history! In between—Gibraltar, Algiers, the croupiers of Monte Carlo, Nice, Naples, Athens, Constantinople, Nazareth and Jerusalem. Climb Mount Carmel, where Elijah challenged the priests of Baal to draw down fire from heaven. Stop over from ship to ship in the ports that fascinate you most and resume your trip under the same management. Optional return home from a north European port. Four glorious 46-day cruises de luxe—pick your ship and sailing date and go this winter. $695 (up), all expenses included.

Special TOURIST Third Cabin cruises—46 days, $395, all expenses included.

S. S. Adriatic
Jan. 10 and Feb. 28
S. S. Laurentic
Jan. 19 and Mar. 9

For full information address No. 1 Broadway, New York, our offices elsewhere, or authorized steamship agents.

UTMOST OCEAN SERVICE
IMM

WHITE STAR LINE
INTERNATIONAL MERCANTILE MARINE COMPANY

Also **4 cruises of 11 to 22 days to the West Indies and Mexico, Havana, Panama Canal, Mexico City, Bermuda, Nassau, etc., on the Red Star Liner *Lapland***

SCIENCE AND INVENTION
Continued

HIGH BLOOD-PRESSURE

THIS is not a disease, nor even generally the symptom of disease, but simply the indication of an obstruction of the circulation, which it is often possible to remove by treatment, or which may disappear of itself. The cases where the obstruction is due to disease are not in the majority, we are told by a writer in *Medical Life* (New York), who discusses the matter as follows:

"How high is my blood-pressure?" Almost daily every medical practitioner is asked this question. Tho the patient may try to appear unconcerned, the tense and anxious expression of his face attests the importance he attributes to a high blood-pressure.

The term "high blood-pressure" has become a veritable slogan, the meaning of which is but vaguely, if at all, understood. One will think differently about this matter as soon as one has understood that there is no fixt number by which blood-pressure could be designated as being normal.

Downward as well as upward deviations are conditioned by age, mode of living, constitution, diseases one had gone through, occupation, and in fact, by various other factors. Blood-pressure indicates what the heart is able to do in order to overcome obstructions in the circulation. Tho at times these may be serious, they usually are of no great significance, or may be harmless.

A high blood-pressure frequently is not a sign of disease. Wherever the arteries have lost their elasticity and become calcified, their rigidity interferes with the activity of the heart, and a raised blood-pressure is the result. However, this rigidity is not necessarily due to calcification.

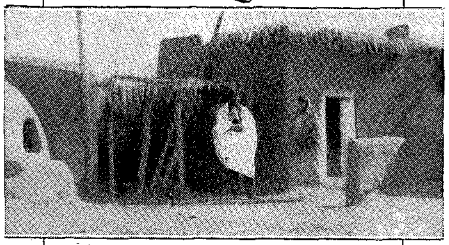
In advanced age the elasticity of all the tissues relaxes, especially in such delicately functioning structures as the muscles of the vascular walls. A higher blood-pressure in old, and even in aging persons is tantamount to the physiological fact that a person has passed the bar of youth.

Obstructions may also be located in other organs and exert a more or less deleterious influence upon the heart. These obstructions may reside in the kidneys, and in such instances the primary lesion may be very serious, or also quite harmless.

Organic obstructions which interfere with the activity of the heart and the circulation, and raise the blood-pressure, may be due to respiratory diseases, particularly to asthma. All these diseases are prejudical to a personal well-being.

The obstructions which demand a greater activity of the heart are most frequently to be found in the abdominal organs, the intestines, and, last but not least, in the liver, the large filter of circulation. In such instances we encounter symptoms that manifest themselves by intestinal inflation, a feeling of fulness and pressure against the diaphragm. We should not forget that a raised blood-pressure may also be a nervous manifestation. Owing to an excessive irritability of the nerves, the muscles of certain sections of the vessels contract, interfering with the passage of the blood, and thus the heart is whipt into harder labor in driving the blood through the arteries.

ARIZONA



ROSES BLOOMING
..ALL OUTDOORS
CALLING....

Phoenix, city of contrasts—sunshine and summer sports all winter—orange groves and arid deserts—you can even climb a snow-peak in mid-summer.

Here ice and snow are unknown—you golf in shirt-sleeves on New Year's Day—or pick roses in January! Prehistoric Villages, relic of a 2,000-year-old civilization, just a short auto ride away.

Thousands come for rest or vacation each year; hundreds remain to make their homes where business and farming opportunities are unique.

Santa Fe and Southern Pacific offer winter rates and free stop-overs.

Phoenix
+++ the *new*
winter playground

Phoenix-Arizona Club, Inc.,
19 E. Jefferson St., Phoenix, Arizona.
Please send me free Phoenix picture book 800

Name ____________________
Address ____________________

Now 20 colors

UNIQUE
TRADE MARK REG'D.
THIN LEAD
Colored Pencils

$1.00 per doz.

IDEAL for checking, figuring, sketching, drafting, etc.—for any work where emphasis is desired and useful as color symbols. Sharpens in a pencil sharpener.

Blue
Red
Green
Yellow
Purple
Brown
Black

Orange
White
Lt. Blue
Pink
Lt. Green
Maroon

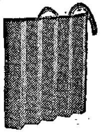
Sepia
Mauve
Dark Red
Olive Green
Chr. Yellow
Violet
Vermilion

Asst No. 1116 — 12 Colors per box—$1.00
Asst No. 1117 — 24 Pencils per box—$2.00

At all dealers or write direct

AMERICAN PENCIL CO.
304 Fifth Street
Hoboken, N. J.

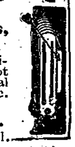
SAVO AIR MOISTENER



Saves Health, Furniture, Pianos, Fuel, Paintings, Plants, etc.

Fill with water, hang on back of any Radiator out of sight. Others for all types of Hot Air Registers and Pipeless Furnaces. Ideal for Homes, Offices, Schools, Hospitals, etc. Six sizes. Write for Free Booklet.

SAVO MANUFACTURING CO.
Dept. A-11, 111 W. Monroe St., Chicago, Ill.



What the layman regards as a disease is in reality nothing but a natural condition. There is an obstruction somewhere in the organism, whether due to a serious or less serious cause, tho in most instances it is of a harmless nature. In its endeavor to regulate disturbances automatically, the heart is forced to work more energetically and to quicken the circulation of the blood so as to remove the obstruction.

In most instances this self-regulation is carried out easily, and the aid rendered by the physician is really not so very great, tho nevertheless important. The only thing needful is the finding of the organ in which the obstruction resides, so that it can be eliminated. Even laymen know that a high blood-pressure is lessened and reduced to normal if the obstruction is removed which caused the feeling of fulness.

As a matter of fact, only a small percentage of persons who use the various mineral waters are troubled with intestinal disturbances, while most of them are suffering from congestion and high blood-pressure.

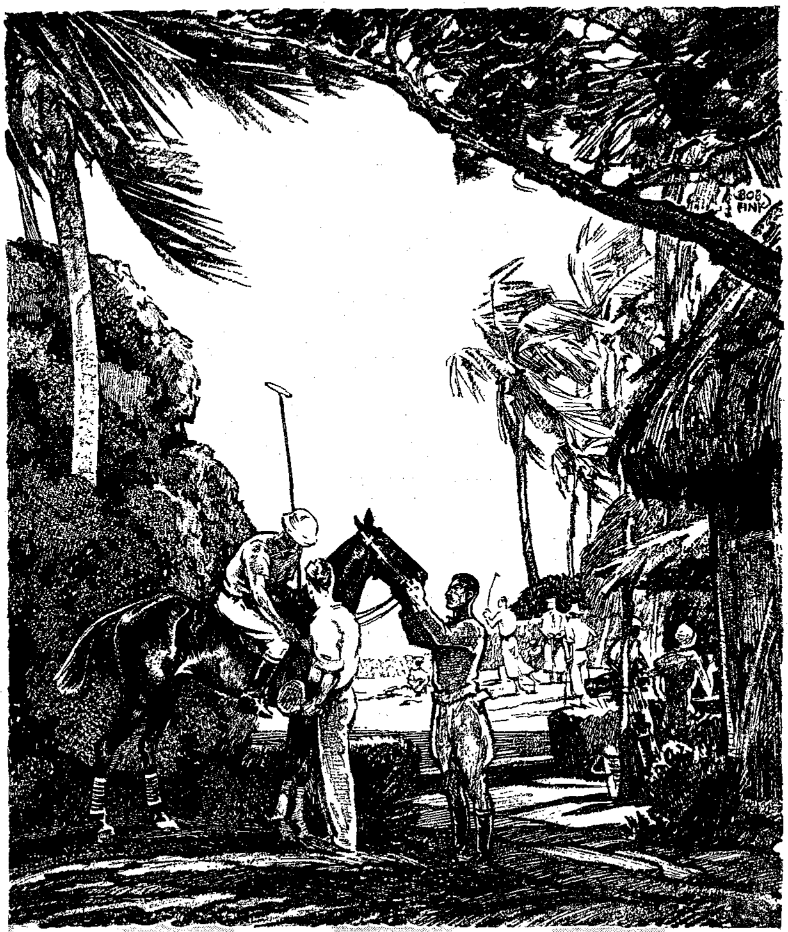
Many a patient with a high blood-pressure fears that he is doomed. Nothing could be further from the truth. It can't be repeated too often that a high blood-pressure is not a disease, at least not within certain limits, but a process instituted by the healing power of nature.

Recent investigations have demonstrated that a raised blood-pressure is only dangerous when it has overstept certain limits, and such cases are of very rare occurrence. Let therefore the patient not ask the physician "How high is my blood-pressure?" but let him think as to how the defects present in his organism, the obstructions that interfere with the circulation, may be diminished and removed, by an appropriate treatment.

IMPURE WELLS AND SPRINGS

CLEAR and sparkling water may be contaminated with the germs of disease, even when it comes from deep wells or springs, we are told by James L. Barron, assistant engineer to the Kansas State Board of Health, writing in *Water Works Engineering* (New York). Mr. Barron dwells on the necessity of careful inspection and gives directions for making a well that is safe from ground-water contamination. He writes:

> Homogeneous earth below a depth of ten or twelve feet is ordinarily sterile except as it may be penetrated by openings or subjected to excessive or persistent pollution, at the surface. However, earth structures are rarely uniform. Faults and fissures in rock are characteristic of some localities, particularly in limestone.
>
> The writer has recently had some experience with a rather unusual type of deep-well contamination. In southeastern Kansas a number of cities secure water from an extensive sandstone and limestone formation at a depth ranging from 500 to 1,500 feet. A group of coal miners attempted to drain an abandoned coal mine of its accumulated acid waste by drilling a deep hole, penetrating into the water-bearing sandstone, with the intention of draining the waste into the fresh water. The drilling was stopt by court order after the hole had reached a depth of approximately 800 feet. Later an injunction was secured by the State. In granting the injunction, the judge of the district court rendered a decision which will undoubtedly prove a



"MIAMI-SUPERIOR to the RIVIERA"

R. T. Shelly, Managing Dir. Norton Motors, Birmingham, England

"Miami, as place to get well, is without exception the greatest spot in the world."—*Richard P. Joy, treasurer, Packard Motor Car Company.*

"No other city in the world is geographically situated like Miami, the playground, the health resort of the world."—*U. S. Judge Henry D. Clayton.*

"South Florida, to my mind, has two real assets. The first and best of them is the blending of the sea and sky and air to make about the best place on earth to live and be happy, at a time of year when few places in the northern hemisphere are worth living in."—*C. M. Keyes, president, Curtiss Aeroplane and Motor Company.*

"The important point is that I find the cost of living in Miami to the man of average means—the one who wants to go to a warm climate in winter and not overspend himself doing it, is exceedingly and astonishingly attractive."—*James Hay, Jr., in the Asheville Citizen.*

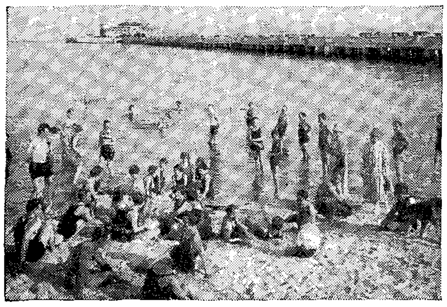
Summer sports all winter—average temperature of 72 degrees. Finest hotels and apartments for 100,000 visitors at reasonable rates—33 hours from New York by DeLuxe Pullman, a few hours more from the middle west; palatial coastwise steamers from eastern ports—good roads all the way—airport facilities. For information, literature and reservations, address:

CHAMBER OF COMMERCE, MIAMI, FLORIDA
CITY COMMISSION OF MIAMI

MIAMI

World's Greatest Winter Resort

Enjoy THE WINTER at St. Petersburg FLORIDA



Healthful Sunshine 360 Days a Year

ESCAPE from cold weather. Come down into the warm, delightful sunshine—the healthful invigorating sunshine of St. Petersburg. Sunshine 360 days a year . . . the average for 18 years! No wonder we call it "The Sunshine City"!

Glorious outdoor days . . . and always something to do, something to see, somewhere to go. There's entertainment to suit every taste . . . And the list of outdoor sports include everything from aviation to shuffle-board, golf to fishing, horseshoe pitching to horseback riding. 100 hotels; some 300 apartment houses; many furnished homes. Low living costs. Genuine hospitality. Write for new booklet. Mail the coupon.

L. M. Conant,
Chamber of Commerce,
St. Petersburg, Florida.

St Petersburg

Please send a copy of the St. Petersburg booklet.

Name ....

Address ....

THE FUNK & WAGNALLS NEW STANDARD DICTIONARY is needed in every American home where education and culture are truly esteemed.

A $10 BILL

will protect you for a whole year against

SICKNESS AND ACCIDENTS

NO MEDICAL EXAMINATION

Anyone 16 to 70 Years Accepted

No Dues or Assessments

$10,000 Principal Sum

$10,000 loss of hands, feet or eyesight
$25 weekly benefit for stated accidents or sickness

DOCTOR'S BILLS, hospital benefit and other attractive features to help you in time of need, all as shown in policy

Can you afford to have your salary stopped and pay costly medical bills, perhaps lose your job, because of pneumonia (lobar), appendicitis operation or the many other sicknesses that are prevalent at this time of the year? Besides, an accident may disable you and stop your salary. Avoid that risk!

MAIL THE COUPON NOW

North American Accident Insurance Co [Chi.]
144 Bonnell Bldg Newark, New Jersey

Gentlemen:

At no cost to me, send details of the "NEW $10 PREMIER $10,000 POLICY"

Name..............................

Address..............................

City..............................

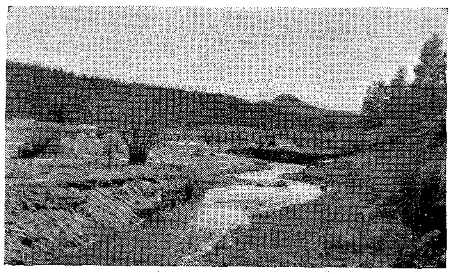
AGENTS WANTED for Local Territory

SCIENCE AND INVENTION
Continued

> valuable precedent in the protection of public water supplies from the encroachments of private or commercial interests.
>
> It is the comparatively shallow wells which are subject to a large variety of faults in the surrounding earth structure. Wells less than thirty feet in depth in open level country may occasionally be found to yield contaminated water, due either to direct percolation carrying surface bacteria into the saturated stratum, or to holes formed by burrowing animals or rotted tree roots. It is essential that all possible sources of concentrated pollution, such as cattle or hog-feeding yards and town dumps be removed from the immediate area of shallow wells, or to such a distance that purification will take place in the lateral flow to the wells. Sink holes and undrained areas must be removed either by filling or by providing drainage. Contamination in one city supply was found to be due to the location of a swimming-pool in the vicinity of the wells, considerable leakage from the pool passing directly into the underflow. Many instances have been noted where test holes and abandoned and forgotten wells have been the means of surface pollution reaching the ground water. These channels of contamination are particularly pernicious because they penetrate directly to the water-bearing formation and may offer unimpeded passage to surface drainage. Test holes and abandoned wells should be filled with material that will restore them as nearly as possible to the original earth formation. Puddled clay is satisfactory but any relatively pervious material should not be used. Where the holes are cased, either with metal, brick or masonry, the removal of which is not practicable, the casing should be cut off three or four feet below ground level and the surface restored to its previous condition.
>
> The use of abandoned wells to receive sewage is a criminal practise under any circumstances and many States have declared it to be a misdemeanor by statute or regulation.

Springs are susceptible to contamination, Mr. Barron says, in spite of their usual good repute. Only those which arise from deep and extensive water-bearing formations can be considered safe, and not then, except after repeated analyses. Many of the large flow springs are such because of concentration and easy passage through limestone formations, which may be receiving unfiltered surface water or direct contamination. He proceeds:

> A test as to source was made of a Kansas spring which had been responsible for several typhoid epidemics. Salt, placed in a stagnant stream having a bedded limestone bottom, appeared in amounts noticeable to the taste in the spring one and one-half miles away, in thirteen hours. It is interesting to note that in the passage of the water through this one and one-half miles of limestone fissures, it lost all appearance of its surface origin as regards temperature and turbidity and came forth a clear and sparkling water. Tests of twelve municipal supplies secured from comparatively shallow springs show only one to be consistently satisfactory without sterilization.



On a Mountain Drive in November

Only a Third of an inch of Moisture in Winter Months

Amazement often is expressed by those on a first winter visit to the Pikes Peak Region at the mild open winters enjoyed here.

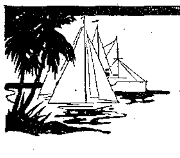
Bright, hazeless, warming sunshine is the rule—less than four days a month on which the sun does not shine. In fact, winter months are the driest of the year, less than a third of an inch precipitation per month the average for over thirty years.

Little wonder that the stopover or side trip granted on transcontinental tickets is extended to the full ten days. There's new pleasure in healthful outdoor living; in the tingling thrill of a new conception of winter life, in rest, golf, tennis, motoring, riding. There's desire to return.

Know more about this Region, accessible the year around—about the City—Homes—"Winning Health"—"100 Winter Days." Any information sent on request to—

THE WELCOME CLUB
215 Independence Building
Colorado Springs - - - - Colorado

Colorado Springs Manitou and the Pikes Peak Region



MODERN SPORTS *on an* Old-World Isle

Modern sports and pleasures mellowed by old-world environment. Good hotels, golf, swimming, tennis, fishing. Overnight from Miami. Two and one-half days from New York. For information address

Munson Steamship Lines, New York or
Miami, or The Development Board,
Nassau, Bahamas, B. W. I.

NASSAU BAHAMAS *Isle of June*

DO YOU WANT a new business profession of your own, with all the trade you can attend to? Then **become a footcorrectionist**, and in a few weeks earn big income in service fees—not medical nor chiropody—easy terms for home training, no further capital needed, no goods to buy, no agency. *Address*
Stephenson Laboratory, 3 Back Bay, Boston, Mass.

TYPEWRITERS ALL STANDARD

10 Days' Trial at ½ PRICE

SENT WITHOUT 1¢ DOWN

ONLY 14¢ A DAY

Underwood, Remington, Royal, etc. All late models, completely rebuilt brand new. GUARANTEED for ten years. Send no money—big free catalog shows actual machines in full colors. Get our direct-to-you easy payment plan and 10 days' trial offer.

International Typewriter Ex., 186 W. Lake St., Dept. 1124, Chicago, Ill.

(National Health Council Series)

TAKING CARE OF YOUR HEART

By *Dr. T. Stuart Hart*, President Asso. for the Prevention and Relief of Heart Disease. If you are in perfect health or have leaking heart valves, you should know what this book tells you. Size 4 x 6 inches.

Bookstores, 30c; by mail, post-paid, 35c

FUNK & WAGNALLS COMPANY, 354 Fourth Ave., New York

In general, the bacteriological quality of shallow water must be held in suspicion until a thorough series of tests has shown it to be receiving complete underground purification under all observable conditions. Where shallow water is found, it is less likely to be uniform in its occurrence than deeper water-bearing formations, and therefore developments of it are apt to be governed by availability with little regard to sanitary location. In such instances, sterilization should be provided as a matter of course.

The ideal type of well is one formed by a heavy metal casing extending from the water stratum to a closed connection with the pump. It should be rigid and have a tight contact with the earth throughout its length. Light metal casing is not dependable as a well tube. It is subject to corrosion, particularly where the water level varies, which may weaken the casing to the point of collapse. The corrosion and failure may also occur in the upper portion, admitting surface water or leakage from the pit, in which case the resulting contamination is difficult to trace until the casing finally collapses.

Gravel-packed wells, depending on the manner of their construction, may have columns of gravel extending above the water table or even to the surface, thus forming a channel for the entrance of surface water, unless protected by outer casings or by closed gravel feed-pipes. Where the dummy or outer casing is entirely removed, it is essential that the earth shall be thoroughly compacted or puddled about the smaller permanent casing, as the usual concrete structure at the top may not be large enough to protect against surface water. Experience has indicated that the contamination incident to the construction of gravel-packed wells is very slow to clear up. This can be greatly facilitated by a liberal use of chlorid of lime as the gravel is being placed.

Dug wells frequently have the fundamental sanitary defect of being open at the top, a condition too often complicated by pump platforms being placed in the wells which do not completely protect the water below. Every pump pit should have provision for drainage from a properly constructed sump, regardless of the type of pump installed. In the construction of pit walls or dug well curbs, the use of hollow tile or concrete blocks is subject to criticism in that the openings within the blocks may serve as a continuous channel conveying surface water from points near the top to the inflowing ground water.

Reservoirs of whatever type of construction frequently leak, and if located in shallow ground water or at such an elevation that the balance of pressure may be from the outside in, contamination may result. Overflow connections may be sources of danger unless they are properly trapt and protected by screens or valves. Manhole openings and ventilating holes or pipes, especially on flat reservoir cover slabs, may be improperly protected to prevent casual contamination of the wash of rain water. Many towns pride themselves on the glowing beacon light which shines from the top of the elevated tank, oblivious of the myriads of insects which swarm about it in certain seasons of the year, some of which may find their way inside, a certainty if the tank is not tightly covered.

Careful, Bill!—MARY—"Bill made a forward pass this afternoon."

RUTH—"I told you that you'd have to watch those college boys, dearie."—*Life*.

Not just—*a* MEDITERRANEAN *Cruise*
But—*the* CRUISE SUPREME
on the HOMERIC

One of the world's super-ships
The largest steamer to the Mediterranean
Superlative in equipment and appointments
Service and menus to gratify the most fastidious
Unsurpassed opportunity for relaxation and rest
Alluring entertainment programs aship and ashore
The unique advantages of Cook's
Unparalleled experience and organization

Sailing from New York January 26th next

covering 14,000 miles in 67 days . . . Madeira, Cadiz, Gibraltar . . . Algiers, Tunis . . . Naples, Athens, Constantinople . . . The Holy Land . . . Egypt . . . The Nile . . . Palermo . . . Naples . . . The French Riviera . . . Gibraltar . . . Stop-over privileges in Europe . . . returning via Southampton by Homeric, Majestic or Olympic.

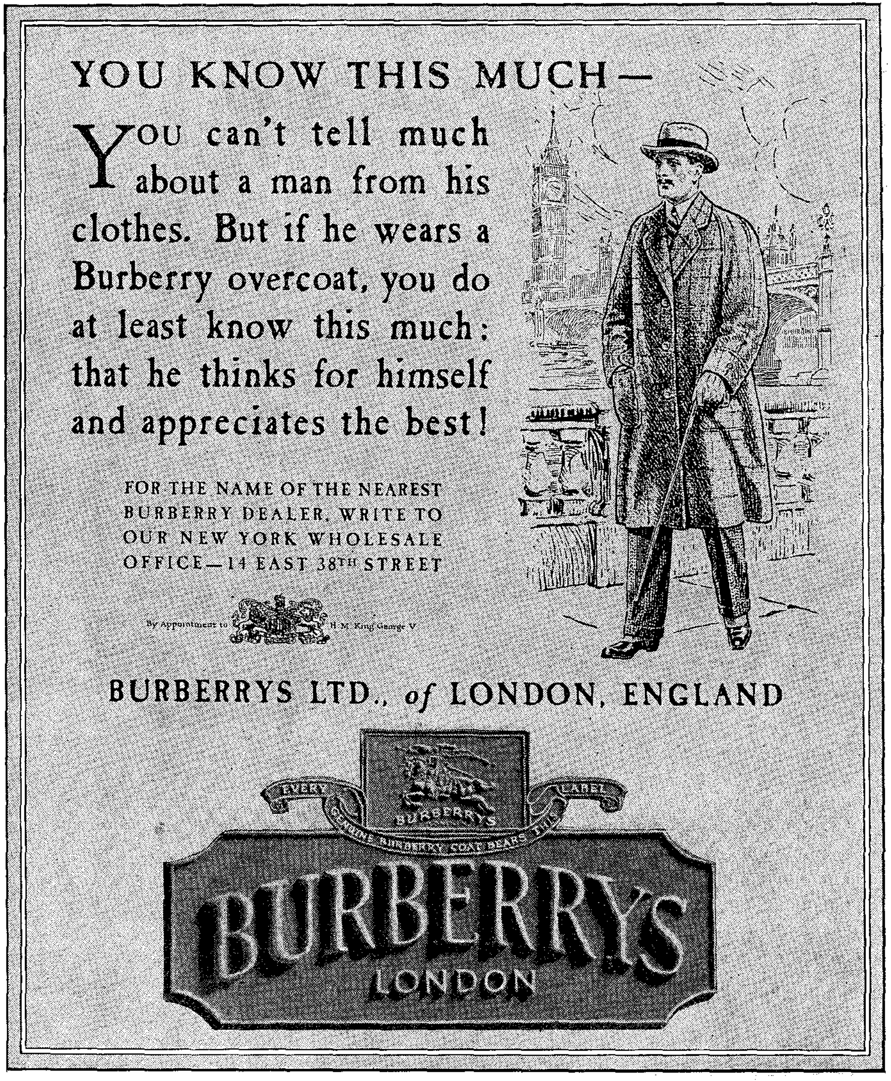
Let us send you the full particulars

THOS. COOK & SON

New York, Philadelphia, Boston, Baltimore, Washington
Chicago, St. Louis, San Francisco, Los Angeles
Portland, Ore., Toronto, Montreal, Vancouver

In co-operation with

WAGONS-LITS CO.



YOU KNOW THIS MUCH—

YOU can't tell much about a man from his clothes. But if he wears a Burberry overcoat, you do at least know this much: that he thinks for himself and appreciates the best!

FOR THE NAME OF THE NEAREST BURBERRY DEALER, WRITE TO OUR NEW YORK WHOLESALE OFFICE—14 EAST 38TH STREET

By Appointment to H.M. King George V

BURBERRYS LTD., *of* LONDON, ENGLAND

INVESTMENTS AND FINANCE

AVIATION—A LUSTY INFANT INDUSTRY

EVERY DAY OR SO A NEWS ITEM gives point to statements in the financial press that the aviation industry is beginning to take its place among the other great industries of the country. "The evolution of power-driven flight from a freak achievement to the status of a potentially great industry, the future influence of which can be but vaguely outlined in the most ambitious prophecy," is emphasized by Francis D. Walton, writing in the New York *Herald Tribune*. He calls attention to such news stories as the National City Company's acquisition of a substantial interest in the Boeing Airplane and Transport Corporation, and the assumption of control of the Fokker Aircraft Corporation by Pacific coast interests, as well as the recent announcements of rail and plane service by the Pennsylvania, the Santa Fé, and several Northwestern roads. Thus big business, he argues, is coming into aviation. Another sign of this is the frequency with which airplane stocks appear in the advertisements of investment houses. And equally significant are the special reports on the aviation industry which banks, investment houses, and statistical services are publishing these days. The recent enormous growth of aviation, both in the manufacturing and transportation fields, are shown by columns of statistics. The story is told in many ways. Putting it very briefly, the Cambridge Associates of Boston note that since the war, aviation development has gone through four stages:

> First came tremendous enthusiasm based upon wide-spread curiosity on the part of the public. Secondly, came diminishing enthusiasm and dissolution of ambitious undertakings. Thirdly, came a readjustment in the industry itself upon a sounder financial basis. And now, finally, there has come a sharp renewal in public interest as a result of long flights, the formulation of a national air policy, and the presentation of definite proof that aviation is practical for business purposes as well as for pleasure.

In a review of the aviation industry, the New York brokerage and investment house of Pynchon and Company calls attention to the dawn of commercial aviation in this country in 1926 and the progress made since then. This house finds that to-day "the air-transport industry here is in a much healthier condition than that in Europe." The fact that so much of our flying is done in carrying mail rather than passengers is said to keep the average person from appreciating its significance. It should be remembered, too, that many of the European flying services are heavily subsidized. "Looked upon in the cold light of a business, air transport is far more successful here than in Europe." Of course, this means a great increase in production of planes and accessories—"last year, for the first time, the largest producer of aviation engines found its commercial orders greatly exceeding its military sales; at last, aviation had become a business." And so the financiers had been attracted—"aviation stocks are making their appearance in increasing numbers, aviation investments are approaching a substantial basis, and, while still speculative, become capable of analysis in the same manner as other securities." Summing it all up, the writers of this review come to these conclusions:

> 1. The aviation industry of the U. S. A. is firmly established both as regards the manufacturing and the operating divisions.
> 2. Altho well established, it is still speculative when considered from the point of view of individual companies.
> 3. Future development should continue to be rapid as regards extension of uses and—subject only to possible temporary setbacks—it should continue to increase in volume of business for as far ahead as we can now see.

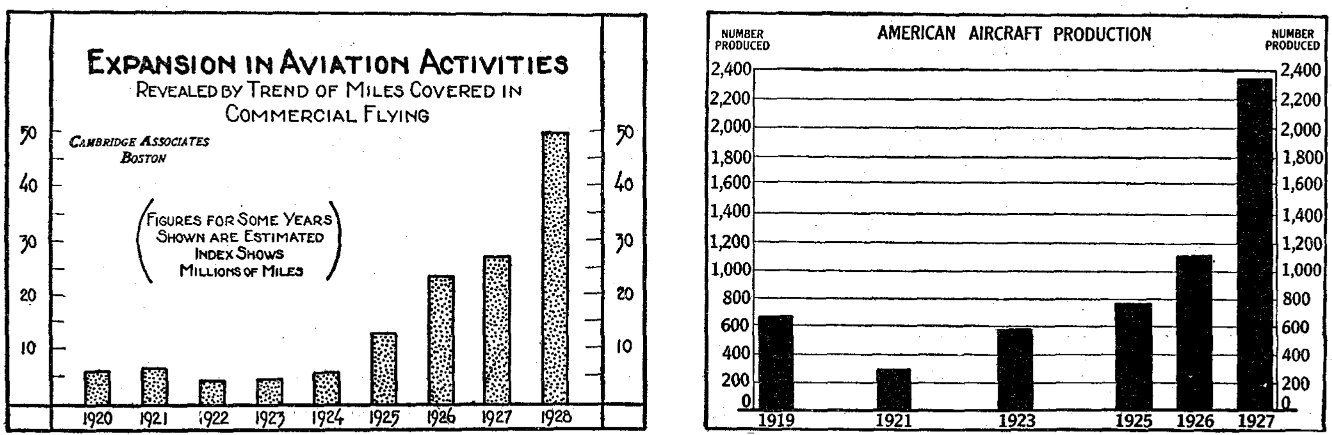
The present situation in the industry is described in a survey made by the investment house of J. G. White and Company:

> On the basis of first-quarter results and unfilled orders manufacturers and dealers are confident that the present year will be the most profitable in the industry's history. Previous estimates that the year's output of commercial planes would probably reach 10,000 units have now been revised to 15,000. A substantial gain has been experienced, especially in the demand for machines selling between $2,000 and $3,000.
>
> Not only is there a strongly increasing demand in the domestic market, but the trade's export business is currently reported at an unparalleled level. Exports of aircraft, engines, and accessories during the first three months of this year were substantially more than twice the dollar value for the like period in the preceding year. This increase in the export business is undoubtedly especially significant in view of the fact that 1927 exports were more than 80 per cent. greater than those for 1926, and were about 140 per cent. in excess of the 1925 shipments.

The most significant recent developments are set down by the writer of this survey as follows:

> 1. A number of leading railroads are formulating plans to operate airplanes in conjunction with transcontinental express-trains.
> 2. The American Railway Express Company has inaugurated a transcontinental air-package service.
> 3. A ship-to-shore air service has been definitely planned by the French Line.
> 4. Four planes owned by the Department of Agriculture, supplemented by private machines, are being used this year in the cotton-belt for the application of insecticides over large areas in the effort to check the boll-weevil.

While no doubt is entertained regarding the long-term future



Cambridge Associates, Boston

Courtesy of *Trade Winds*, Union Trust Co., Cleveland

EIGHT YEARS' ADVANCE OF AVIATION IN THE UNITED STATES

As shown by the increasing number of miles flown and planes produced.

(Fourth of a series outlining the essentials of a sound investment policy)

BONDS TO FIT THE INVESTOR
Government
Municipal
Farm Loan
Public Utility
Real Estate
Industrial

Check up Your Investment Position at Regular Intervals

THE mariner who sets sail in a seaworthy craft, knowing where he is going and with reliable charts to guide him, nevertheless makes a periodic check-up of his position to make sure he keeps to his course. The investor, however sound his present holdings and his investment plan, likewise needs to analyze his position periodically.

Circumstances and needs change from year to year. Age, dependents, and income vary—and all have a bearing on the way a man's money should be invested.

Outside the individual's sphere of activity, changes are constantly occurring which affect him. Business conditions fluctuate. Interest rates rise and fall. New enterprises, new inventions develop and cause a change in living standards—a shifting of positions in industry. Accordingly, changes in investment holdings may be advisable—even necessary.

It may be months, perhaps years, before revision is advisable in any particular case. The important thing to be assured of is that holdings are reviewed regularly to determine if change is needed. The frequency of the review depends upon the investor's present holdings, the state of the business or industry on which they are dependent. For most investors, once a year is considered reasonable.

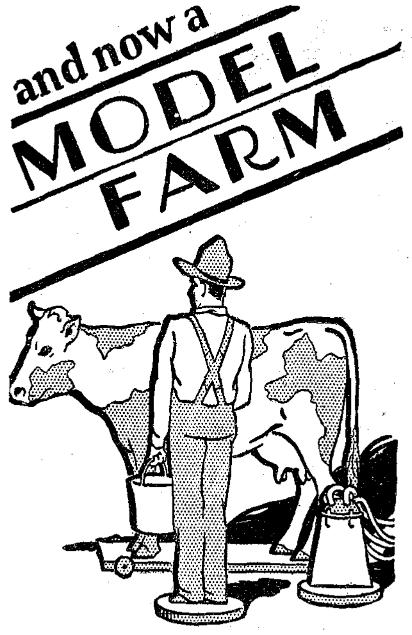
Such a review is not difficult for the investor. He need only utilize the services of a competent investment house. It should be experienced and unbiased. It should have a broad knowledge of general conditions and a specific knowledge of the investor's holdings and circumstances. By selecting a reliable investment house, and giving it your confidence, you make it simple to properly supervise your investments.

¶ This subject—along with other basic principles to guide investors—is more fully discussed in our booklet, "Essentials of a Sound Investment Policy." *Write for booklet LD-Y8*

HALSEY, STUART & CO.
INCORPORATED

CHICAGO 201 *South La Salle Street* NEW YORK 35 *Wall Street* PHILADELPHIA 111 *South Fifteenth Street*
DETROIT 601 *Griswold Street* CLEVELAND 925 *Euclid Avenue* ST. LOUIS 319 *North Fourth Street* BOSTON 85 *Devonshire Street*
MILWAUKEE 425 *East Water Street* PITTSBURGH 307 *Fifth Avenue* MINNEAPOLIS 608 *Second Avenue, South*

Every Thursday Evening— Hear the Old Counsellor and his instrumental ensemble, on the Halsey-Stuart Hour
A unique radio program featuring helpful advice on how to invest your money
W-E-A-F *and* 29 *stations associated with the National Broadcasting Company*
10 P. M. Eastern Standard Time • 9 P. M. Central Standard Time • 8 P. M. Mountain Standard Time



Near Mundelein, Illinois, this Company has established an 80-acre Model Farm, demonstrating how electric and gas equipment is bringing to small country estates all the comforts and conveniences available in the city.

An aggressive program for extending utility service to scores of rural communities is another reason for the substantial growth of this Company and the attractiveness of its securities.

PUBLIC SERVICE COMPANY
OF NORTHERN ILLINOIS
General Offices:
72 W. Adams Street, Chicago

Serving 6,000 square miles—296 communities
—with Gas or Electricity

CHAS. M. HIGGINS & CO.
HIGGINS' N.Y.
HIGGINS' ETERNAL BLACK WRITING INK

Fill your fountain pen with this permanent jet-black writing ink

Can not be altered or eradicated. Impervious to age, heat, light and moisture. Suitable for steelpoint or fountain pens. Widely favored for commercial, legal and personal use. 15 cents the bottle at all good stationers and druggists.

CHAS. M. HIGGINS & CO. 271 Ninth Street, Brooklyn, N.Y.

HIGGINS' Eternal Black Ink

INVESTMENTS AND FINANCE
Continued

of the aviation industry, it is suggested in the J. G. White survey that it might be well to keep in mind at least two facts regarding the future of any given aeronautical corporation:

> 1. In any new industry of this sort technical engineering developments may be expected from time to time to advance the interests of one organization at the expense of another, or possibly all others. At such a time it is, of course, highly important that a given organization be strongly entrenched financially.
>
> 2. Altho up to the present time only a few leading automobile companies have developed aircraft divisions, such a development may logically follow further expansion in aviation. In the event that this development gains considerable headway, the aircraft companies will undoubtedly be faced with strong competition from soundly financed automobile producers having extensive sales organizations, excellent laboratory facilities, and highly trained technical staffs.

A decidedly enthusiastic discussion of the aircraft industries is given to the public by Moody's Investors Service. To quote this in part:

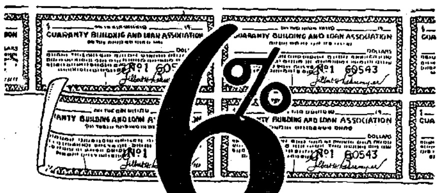
> We have no reason for supposing that the existing outlook for the aircraft industries is materially less promising than was the outlook for automobiles in 1903; or radio in 1914; or rayon in 1917; or railways in 1833; or telegraphs in 1868; or petroleum in 1865. Events like these call not for statistical analysis of accomplished investment values, but rather for the vision to foresee what an infant industry may be at maturity.

Definite reasons for assurance that the aircraft industry will grow rapidly during the next five or ten years are found by Moody's:

> Some of them are that it is already showing such growth; that the period of uncertainty in experiment and invention is over; that large development for military purposes was rendered absolutely certain by the aviation achievements during the World War; that the air mail has become a fixture in American business which no one would be willing to dispense with; that there is an increasing sentiment in favor of developing air-passenger service in this country; that our leading institutions of learning have become keenly interested in the science and the practise of this new form of transportation; that its use is bound to contribute to the speed and, therefore, the efficiency of American business at a time when more efficiency is keenly demanded; and, above all, that air transportation possesses an irresistible charm for almost every mind.

But such an analysis, Paul Clay, Vice-President of Moody's, warns us in the New York *Evening Post*, "should not be construed as a wholesale recommendation of all airplane stocks, since the genuine good thing always induces a number of worthless imitations."

Aviation is on a business basis, declares


6%
GUARANTY BUILDING AND LOAN ASSOCIATION
No 1
60543

Guaranty
COUPON CERTIFICATES
An investment you can make—and *forget!*

A worry proof, non-fluctuating security. Preferred by extra conservative type of investors—and legal for trust companies, insurance companies, banks, executors, guardians and trustees. Amounts $100, $500, $1000 up. Coupons collectable at your bank.

Guaranty Building & Loan Association
Write for Information
Guaranty Bldg., 6333 Hollywood Blvd.
LOS ANGELES
Resources Associated Institutions
Over 25 Million Dollars

Here's Your Chance for Authorship

Suppose someone who knows the ins and outs of the writing game should say to you "I'll teach you how to write and I'll show you how to get a job as a writer." Ethel M. Colson Brazelton of the Medill School of Journalism offers this service to you in

WRITING AND EDITING FOR WOMEN

This amazingly complete guide affords practical instruction in newspaper, magazine and other types of writing. Through it you may learn how to prepare publicity and advertisements, how to become a reporter, how to write children's stories, do features, write about motion-pictures, etc. In it you are shown the opportunities for women in the literary field, what salary you may expect, chances for advancement and told how to get a job.

"It is, all told, an inspiring and encouraging volume of genuine value alike to the experienced and inexperienced."—Salt Lake City (Utah) *Telegram.*

12mo. Cloth. 275 pages. $2.50, net; $2.64, post-paid.
At all Booksellers or direct from
Funk & Wagnalls Company, 354-360 Fourth Avenue, New York

How Women Can Make Money AT HOME
By Mae Savell Croy (Mrs. Homer Croy)

Here are definite ways by which you, without special training, regardless of where you live, your age or circumstances, can add to your income.

Whether you are a robust woman, an aggressive or reserved person inclined to sensitiveness, whether you *simply have to make money* or merely want to be on your own—you will find among its sound plans at least one for which you are fitted—one that does not require your taking a job in a store or factory, selling things house to house, or investing money.

It tells you not only what to do and how to do it, but also what not to do—thus it is exceedingly helpful to every woman who wants to make money without neglecting her home, her family, or her social activities.

Cloth. 304 pages. $2.00; $2.14 postpaid.
All Booksellers or direct from
Funk & Wagnalls Company, 354-360 Fourth Avenue, New York, N. Y.

Use The Right Word in The Right Place

You can select the exact word to make your meaning absolutely clear—to give **"punch"** and **"power"** to a proposed letter, advertisement, speech, sermon, article, report or story. Get Dr. Fernald's **"Synonyms, Antonyms, and Prepositions."** Without it you may be wasting half of the power of your thoughts in weak expression. Contains more than 8000 classified synonyms and nearly 4000 classified antonyms, and shows by actual use in sentences the exact shade of meaning of each. With an index of nearly 100 pages which makes every word instantly available. Revised and Enlarged Edition. 12mo. Cloth. 742 pages. $1.90, net; $2.00, post-paid. Exquisitely bound in full crushed Levant, gilt edges, hand tooled, raised bands, boxed. $10.00.

Funk & Wagnalls Company, Publishers, 354-360 Fourth Ave., New York

J. C. Royle of the Consolidated Press. There is a tremendous demand for planes for commercial use, and aviation is becoming an important factor in carrying on business. Not all the hurdles have yet been passed, however, for, we read on, "while the day of the 'flying circus' is over, aviation is not yet beyond the dangers which have attended new industries, such as electric refrigeration, radio, and others." And this word of caution appears in the columns of *The Wall Street Journal:*

> It is in the nature of things that securities of all corporations connected with the aircraft industry and air-transport service are still highly speculative. They could not be otherwise, with aircraft design still in its development stages and with commercial utilization of the air little more than begun.
>
> For such new departures capital must always be asked of those able and willing to take large risks in view of large possible but by no means assured gains. There is no lack of such funds, and air-transport companies will rightly obtain them. The point to keep in mind is the distinction between investment, properly so-called, and engaging in a new field of enterprise where standards and data of investment judgment are yet to be set up.
>
> Those who are seeking investments, as distinguished from business ventures, will realize that illustrious names are hardly a substitute for balance sheets, terms of stock-underwritings, and other pertinent facts.

A LITTLE PREACHMENT ABOUT PINCHING PENNIES

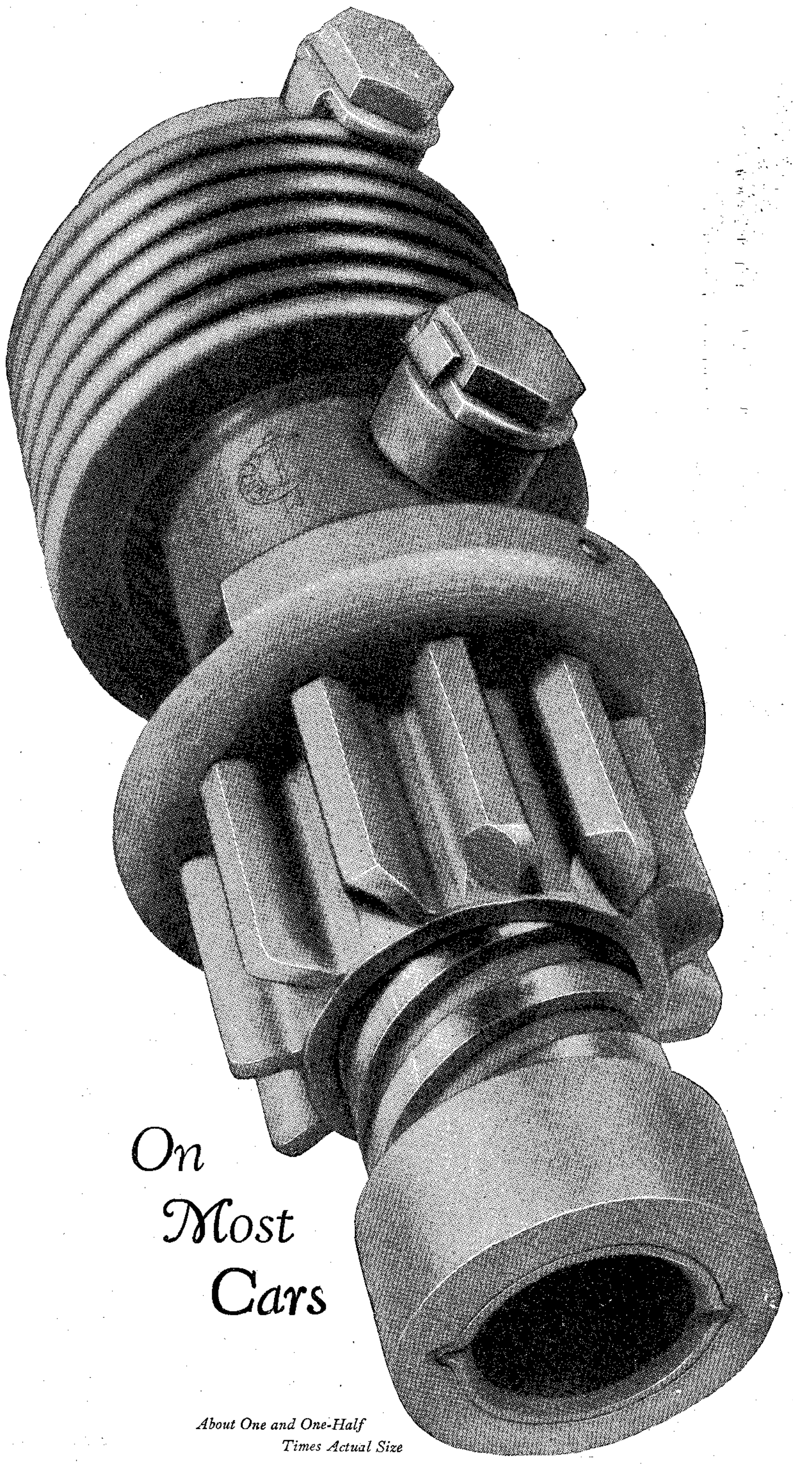
"TAKE care of the pennies, and the dollars will take care of themselves," is an axiom that has done a great deal of damage, says *The William Feather Magazine*, as quoted by *Commerce and Finance*. "In the first place it isn't true, and in the second place it has led to endless waste of time and energy." Mr. Feather becomes more explicit:

> Most of us are busily squeezing pennies out of gas, telephone and electric-light bills, meanwhile tossing away dollars. We shop around to save a quarter or a dollar, using time that has a market value of $5.
>
> How many pennies and nickels does it take to pay the difference in upkeep, including interest, of a house costing $10,000 and a house costing $20,000. In a year the extra overhead cost of living in the $20,000 house is greater than all the nickels, dimes and quarters the average family can save in five years. And most nickels, dimes and quarters are saved at inconvenience all out of proportion to the amount involved. Imagine foregoing a telephone call to save a nickel, or going without a newspaper to save two cents. There are levels of income where such economies are essential, but for people who patronize manicurists, restaurant hatracks, steam laundries and dry cleaners, they are ridiculous.
>
> The place to save money is at the top of the list, where the amounts are large, and not at the bottom, where they are small.
>
> If a man finds he is living beyond his income to the tune of $500 a year, what chance has he of breaking even by watching the pennies? He must alter his scheme of life where it hurts most. He must

ECLIPSE
BENDIX DRIVE

You probably have never seen it . . . yet every time you touch your starter-button the ECLIPSE BENDIX DRIVE automatically takes hold of your engine . . . cranks it . . . then automatically lets go. Simple . . . sure . . . always ready.

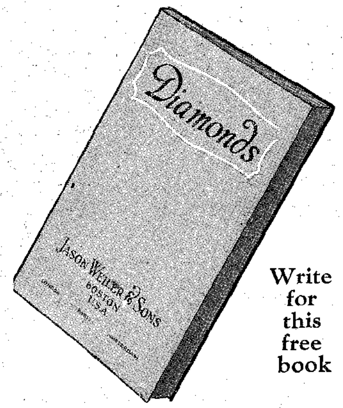
ECLIPSE MACHINE CO. Elmira, New York
Eclipse Machine Company, East Orange, New Jersey
Eclipse Machine Co., Ltd., Walkerville, Ont.



About One and One-Half Times Actual Size

Buy Diamonds Direct

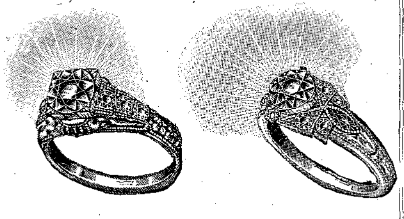
from Jason Weiler & Sons
Boston, Mass.
America's Leading Importers
And Save 20 to 40%



Write for this free book

"HOW TO BUY DIAMONDS"

Tells all about Diamonds—How they are mined—cut and marketed. How they are imported direct from our foreign agencies in Antwerp and Amsterdam at worth-while savings. How you may select the gems by the Exclusive Weiler method of choosing the Diamond from the original importing papers just as they arrive from our European agencies, and then select your ring setting separately. Write for this elaborately illustrated book—the most complete Catalog of Diamonds ever published. It will save you 20 to 40%.



Ladies' 18K Solid White Gold Ring in exquisitely pierced 4 square-prong design mounted with full-cut, blue-white Diamond and 6 smaller Diamonds set in the new step-side effect. Money refunded if this ring can be duplicated elsewhere for less than $200.00. Our price direct to you..**$150.00**

Ladies' Solid Platinum Ring, exquisitely hand carved and pierced. Set with fine full-cut, blue-white Diamond in combination with 2 marquise shaped and 8 smaller Diamonds on the sides. Money refunded if this ring can be duplicated for less than $250.00. Our price.....**$200.00**

A few weights and prices of other diamond rings:

¼ carat......	**$31.00**	**1 carat**......	**$145.00**
⅜ carat......	**50.00**	**2 carats**.....	**290.00**
½ carat......	**73.00**	**3 carats**.....	**435.00**

If desired rings will be sent to **any bank** you may name or any **Express Co.** with privilege of examination. Our diamond guarantee for full value for all time goes with every purchase.

For free book *"How to Buy Diamonds"*

JASON WEILER & SONS
393 Washington Street, Boston, Mass.
Corner of Washington and Franklin Streets

Diamond Importers since 1876
Foreign Agencies: Amsterdam and Paris

INVESTMENTS AND FINANCE
Continued

resign from a couple of clubs, tell his wife, to let her hair grow, sell his yacht, lose the friendship of the headwaiters, give up one of his automobiles, and possibly trade his house for a smaller one.

Further, the ability laboriously to save pennies does not fit one to invest dollars safely and to advantage. Most of us know others, besides ourselves, who have slowly accumulated $500 or $1,000, and then let the whole thing slip quickly away in a worthless investment. Strange as it may seem, the investment of dollars is much harder than the saving of pennies.

WALL STREET BIDS FOR THE WOMAN SPECULATOR

WOMEN have recently gone in for stock speculation so strongly that "the women customers' rooms have come to be an important and growing department of the brokers' business," writes James C. Young in the New York *Times.* Wall Street houses are bidding for women's business. Many of them now have uptown branch offices bearing the sign, "Women Customers Only," and the rooms are generally filled when the market opens. Brokers are studying the special ways of the woman speculator. For one thing, they say that feminine customers do their trading early, practically always before noon. Mr. Young tells us some more:

> The discovery has been made that the woman customer wants detailed and frequent reports about her stock. One house hit upon the device of making the frequent telephone call another bid for business. It did not wait for the women to telephone, but called them instead, until that house enjoyed their special preference.
>
> Wall Street has learned a number of things about the woman customer. Ordinarily, the Street finds, it is not the professional woman who enters the market. In much the larger number of cases it is the married woman living at home or the woman who has inherited an estate. The newer her inheritance the more eager she becomes to speculate. As for the married woman, she has brought a new problem with her. Does her husband know that she is speculating?
>
> It may be thought that in this new day of independence a brokerage house need not worry as to what a woman's husband knows or fails to know. But in common practise more than one brokerage house does earnestly wish to know. It is not pleasant when a husband calls and upbraids the young manager who has "let his wife" lose a few hundred or a few thousand.
>
> Whatever husbands may think about wives speculating, the brokers find the wives are good losers, on the whole. It is only once in a while that they grow tearful and wonder "what John will say." That is one of the painful sides to the business of the specialist in women's accounts. As a rule the woman speculator takes her loss "like a man," and says nothing. Often, if it is a loss on her first operation, or early in her experience, she quits the market forever.
>
> Brokers admit that most women who

Sight Savers
That Satisfy

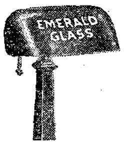
NO other light has as many friends as this solid, good-looking sight-saver. It is preferred because of its service to eyes and the dignity expressed by its distinguished appearance.

Nature made green and daylight restful to eyes. That's why Emeralite has a green glass shade and a special screen that changes ordinary electric light into soft eye-saving daylite.

Most decorative lamps are not good for reading. Emeralites look well and give a natural light that's ideal for eyes.

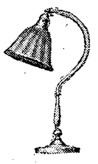
Booklet showing Emeralites for Desk, Table, Bed or Floor use, free on request.

Genuine Emeralites are branded for your protection. Look for the name. It pledges satisfaction.



Sold by department stores, office supply and electrical dealers

H. G. McFadden & Co.
37 Warren St., N. Y.
Established 1874



No. 0717
Study Lamp

EMERALITE
KIND TO EYES

HOW SCENARIO WRITERS WIN SUCCESS

There is a knack in writing and presenting photoplays which means success. Learn the best methods from this most enlightening guide, **"Inside Secrets of Photoplay Writing,"** by Willard King Bradley, author of "Empty Arms," "Idle Hands," "The Sidewalks of New York," and other successful photoplays. You are given technical details, a complete quota of the "tricks" of photoplay writing and the complete text of two original photoplays revealing the best known methods of composition. "With real talent and a slight knowledge of writing, most any one should be able to start upon the road to success after carefully studying this book."—*Globe, Boston, Mass.*

12mo. Cloth. 187 pages. $2, net; $2.14, post-paid.
FUNK & WAGNALLS COMPANY, 354-360 Fourth Ave., New York

WHEN YOU GO TO EUROPE
By Edwin Robert Petre

Here is an up-to-date book to guide you from the moment you express a wish "to see Europe some day," till the money for your trip is arranged for, your passport obtained, your ticket bought, your ocean trip enjoyed: Europe is reached and seen, and you consult it for the last bit of good advice on how to get back home. **A delightful, practical, helpful book of 128 pages, besides 16 fine double-page maps in colors.**

16mo. Cloth. $1.50, net; $1.60, post-paid.
FUNK & WAGNALLS COMPANY, Publishers
354-360 Fourth Avenue, New York

***Frederick Guillot,* Chef de Cuisine, The Hotel Astor, New York City, says:** "I have never seen an American cook-book as comprehensive as 'The Blue Book of Cookery.' Every recipe is so good, so easy to make, that even an amateur cook could not make a mistake. The illustrations, the table service and the fancy dishes are as excellent as the menus which Isabel Cotton Smith has listed for every season."

The Blue Book of Cookery
and Manual of House Management
By Isabel Cotton Smith. Introduction by Emily Post

2000 Tested Recipes	**Afternoon Teas**
Menus for All Seasons	**Menus for Children**
Vegetarian Menus	**665 Pages, Indexed**
Picnic Lunches	**Generously Illustrated**

Crown 8vo. Washable Fabrikoid Binding, $2.50, net. Rich Dark Blue Flexible Leather, with lettering and stamping in gold; gilt edged paper; $5, net. Postage, 18c extra. At all Bookstores, or from
Funk & Wagnalls Company, 354-360 Fourth Avenue, New York

enter the market hope it will be a quick way to make money. She brings a fund of optimism with her that is always on the side of a rising market. Brokers say that not one woman in ten can be persuaded to operate on the down side. They "simply know that their stock is going up."

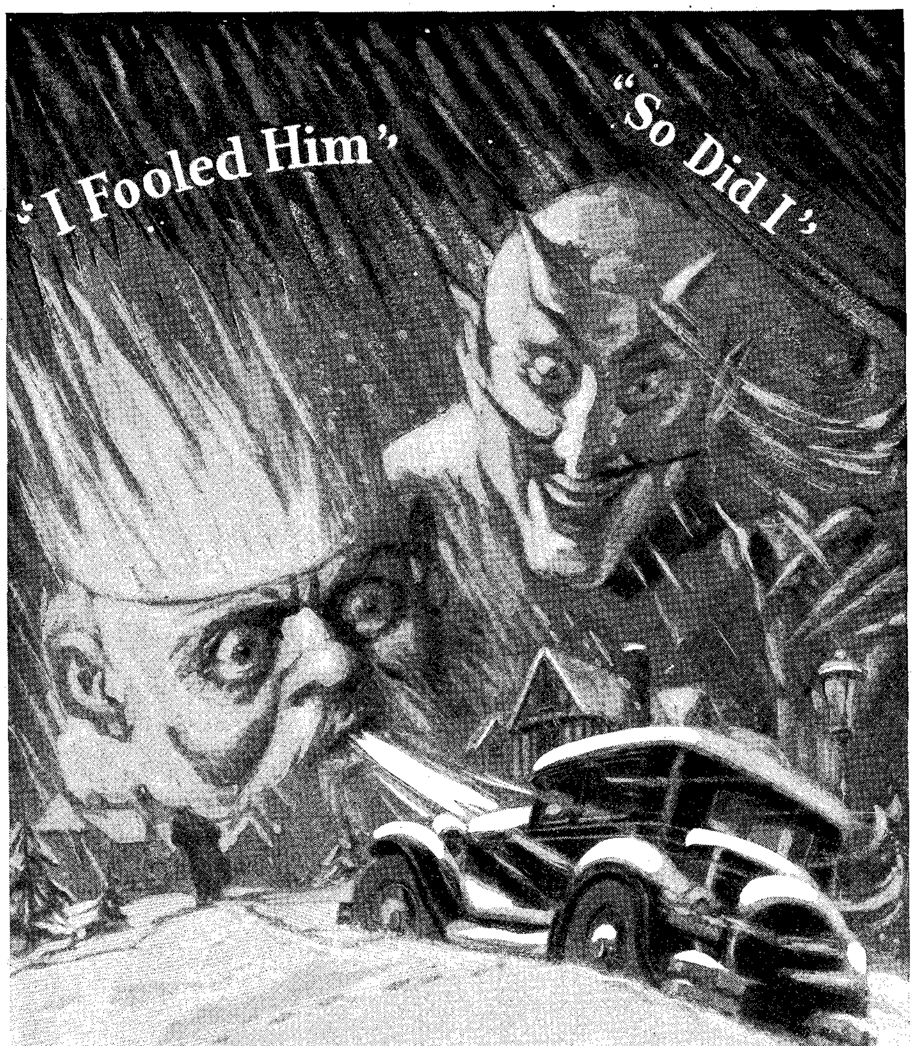
THE TROLLEY-CAR GOES OUT AFTER BUSINESS

MANY signs of awakening activity on the part of street-car companies throughout the United States are noted by a writer on the financial page of the New York *Times*, as he reflects on the new aggressive spirit shown at the recent convention of the American Electric Railway Association. The leaders in the industry are now going out after new business instead of being content with merely holding their own. We read in *The Times* that:

> One of the most interesting of the methods that are being adopted by an increasing number of companies is the house-to-house canvass made by representatives of companies in numerous towns to ask residents to make fuller use of the facilities offered by the street-cars, and to acquaint them with facts which had escaped their knowledge. It was found in some instances that numerous conveniences, such as transfers, were generally unknown to a large class of potential customers.

More detailed information on such activity by the electric roads is given by J. C. Royle in a Consolidated Press dispatch from New York:

> Some of the great street-railway systems of the country have resorted to "massaging door bells" to stimulate business. Faced by keen competition from the motor-car, local transportation managements are sending well-drest salesmen and saleswomen directly to the homes of customers and pointing out the many advantages of using public transportation.
>
> The three points strest are safety, comfort, and economy. Incidentally, the sellers offer books of tickets, or tokens in token-carriers in quantities of one or two dollars' worth.
>
> The ultimate object is to make a place for transportation in the family budget which will be taken care of as regularly as rent, groceries, clothing, or other necessities.
>
> Every family, the transit managements insist, should make definite provisions on the first of each week or month for tickets, just as commuters on suburban lines do, and it is up to the local transportation companies not only to provide these tickets in convenient form, but also to make them available by house-to-house canvasses, thus relieving the buyer of all effort.
>
> The Birmingham Electric Company of Birmingham, Alabama, is one of the pioneers in the movement. Having a line which served a fashionable neighborhood, but got largely only servant business, the company sent out a crew of men to increase patronage. Service was improved, and a week before the new service was inaugurated five trained men were sent into the weak territory to make a selling canvass. They were coached on exactly what to say, given printed literature to distribute, and told how to answer every conceivable question. Business picked up on the line immediately.
>
> The El Paso Electric Company recently



Don't get fooled by old King Winter~he hasn't run out of snowstorms

Don't listen to the Devil Indifference when he says "Oh, leave your WEEDS at home."

ACCO
A PRODUCT OF THE AMERICAN CHAIN COMPANY, Inc.
in business for Your Safety

Always Carry
WEED CHAINS

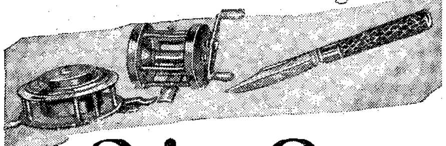
The period, December 1 to 8, has been designated for a nation-wide "DRIVE SAFELY" *drive*

Signs will be displayed in good garages and auto accessory stores as reminders to buy and use WEED Chains.

Get the Game!

Don't let a dirty or pitted gun ruin your shooting when 3-in-One is so easy to get and costs so little.

Enough 3-in-One to keep your gun in shooting shape a whole season costs less than half a box of cheap shells. And the slight difference in cost between 3-in-One and ordinary oils isn't worth considering.



3-in-One

Prevents Rust - OILS - Cleans & Polishes

Prevents rust on the outside of barrels and pitting on the inside. Oils the firing mechanism perfectly. Polishes stock beautifully.

Keeps entire outing kit in first class shape. Use on fishing reels and knives—everything that may rust or needs oiling.

3-in-One is different from ordinary "gun oil" or "machine oil". It's a compound in which the good qualities of several high quality oils are scientifically blended. Ask for 3-in-One and see that you get it.

Sold in most civilized countries and cities in the world by sporting goods, hardware and general stores. Two size cans and three size bottles.

FREE: *Generous sample and Dictionary of Uses. Request both on a postal.*

Manufactured Since 1894
THREE-IN-ONE OIL COMPANY
130 William St., New York, N. Y.

L R937

Handy Oil Can
THREE IN ONE OIL
3 IN
CLEANS-POLISHES
PREVENTS RUST
LUBRICATES
OILRIGHT
3-in-One

An American soldier, stationed in Hawaii, writes: "I use 3-in-One on my rifle (30-30) and find that no other oil comes up to it." (Name on Request.)

INVESTMENTS AND FINANCE
Continued

made an arrangement for selling tickets to soldiers at Fort Bliss on credit. The tickets are on sale in all orderly rooms at the post, and each soldier may purchase them up to a certain percentage of his pay. Officers assume responsibility for collecting for all tickets purchased.

The Pueblo Street Car Company recently established a number of sales stations in drug stores and elsewhere, and made intensive campaigns to stimulate the sales of tokens. Over a twelve months' period, as a result of their sales campaign, business increased 116 per cent. over the preceding year.

The Northern Texas Traction Company of Dallas has a working arrangement with all taxicab drivers for the sale of interurban tickets. Each taxicab carries a sign "Buy your Dallas, Forth Worth interurban tickets from this driver," and drivers are given a commission on all sales.

One management which operates more than a score of local transportation properties in the United States has employed a professional public speaker to hold meetings and instruct employees on the science of talking to groups, whether for sales or other purposes. A number of companies are supplying free barber, bootblack, and clothes-pressing service to employees in order that they may make a better public impression.

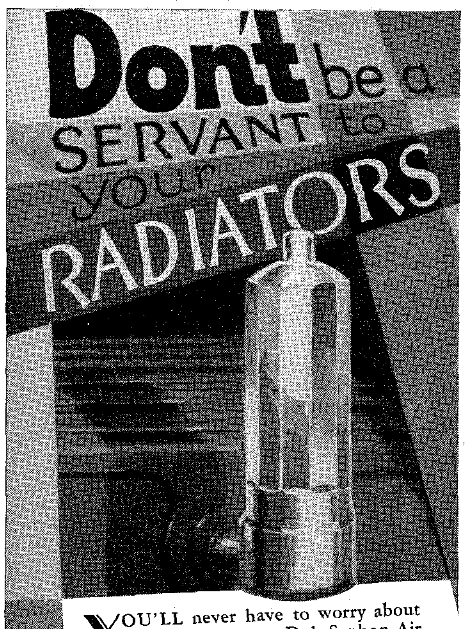
THE ADVANCE OF THE IRON SALESMEN

"HARDLY a month goes by but what some bright genius invents a new selling machine," reflects a paragrapher in *The Progressive Grocer* (New York). For instance, he goes on to tell us:

> A man has now invented a new cigaret-vending machine. It is the old Indian that used to decorate the front of every cigar store brought up to date. The Indian is placed on a metal box. You drop a penny into the slot, push the plunger, the smoke issues from the Indian's mouth, and a lighted cigaret appears in the slot ready for your use.

Of course the point of it all is, as *Advertising and Selling* (New York) notes, that "vending machines are making rapid headway." We are reminded that:

> The new Schulte 5-cents-to-$1 department stores are establishing automatic divisions which will sell packaged candies, groceries, toilet articles, etc. These will be expanded as the idea takes hold. Woolworth, McCrory, Liggett, United Cigar, Union News, and other chains, are making decisive steps in this direction. The Schulte 5-cents-to-$1 stores alone expect to use 45 to 100 vending machines per store. When their contemplated 1,000 stores are all open, this will mean 50,000 vending machines in operation. Handkerchiefs, elastics, garters, cloths, and even dresses and hats—incredible as this may seem—are going to be sold by vending machines, according to development plans.
>
> National advertisers have everything to gain from this development, for the public will most readily buy from vending machines only when the goods thus sold are standard goods of well-known trade-marks.



YOU'LL never have to worry about abundant heat once Dole Syphon Air Valves are installed on your steam radiators. They work automatically, keeping every room warm and cozy—*always!* No muss or fuss at any time.

Dole Valves are a good investment because they save fuel. Attractive appearance, positively fool-proof, guaranteed for 5 years. Anyone can install them without tools in a few minutes.

Sold by steam-fitting and plumbing shops. Millions used successfully. Try a Dole Valve on your worst raditor, price $1.50. Write for literature.

THE DOLE VALVE COMPANY 1923 Carroll Ave.
CHICAGO, ILLINOIS

Dole
SYPHON AIR VALVES

Manufacturers of Dole Vacuum Air Valves [No. 2]
Also Dole Automotive Products adopted as standard equipment by leading manufacturers

What Is Proper?

Should I do this? Or should I do that? Every one wishes to observe "good form" in social conduct. As H. G. Wells, the great historian, says, "No life is decent without etiquette."

Consult Standard Authority
Today trustworthy information about personal manners in every walk of life is available in the Big, Brilliant, Blue Book of Social Usage

ETIQUETTE
By EMILY POST (Mrs. Price Post)
Entirely New (1928) Edition

The author, the daughter of the late Bruce Price, one of the founders of Tuxedo Park, is a prominent figure in society and what she says of social customs may be accepted as authoritative. The New York *Tribune* declares that "not since Mrs. Sherwood sponsored her book on etiquette some fifty years ago has any one so obviously well equipped appeared as authority on the subject."

Illustrated with private photographs and facsimiles of social forms. 712 pages. 6 x 9 inches in size. Cloth, $4, net; flexible leather, gold-edge paper, $7.50, net; postage, 18c extra.

FUNK & WAGNALLS COMPANY, Publishers, 354-360 Fourth Avenue, N. Y.

Save Your "Digest" Covers
THEY ARE VALUABLE

To meet the wide-spread demand of our readers for a suitable means of preserving the valuable art-reproductions which appear on the covers of The Literary Digest every week, we have prepared a handsome scrap-book, bound in light-blue cloth, tastefully lettered in dark blue and called

The Literary Digest Book of Art

It is so arranged that you can paste upon the right-hand pages a full year's collection of "Digest" covers (52 in all) while upon the left-hand facing pages you can paste in the descriptions of them. There is also an index page for the names of the artists and another for the titles.

Because of the artistic value of these covers—each one a reproduction of the best paintings Europe and America have to offer—your Art-Book when filled will be equal, if not superior, to costly volumes of paintings. Introduction and jacket in colors.

Size 9⅝ x 12⅞ inches. $2, net; $2.18, post-paid.

Funk & Wagnalls Company, Publishers
354-360 Fourth Avenue, New York

CURRENT EVENTS

FOREIGN

October 31.—The *Graf Zeppelin* reaches Friedrichshafen from Lakehurst, New Jersey, in 68 hours and 36 minutes.

November 1.—President Gerardo Machado is reelected President of Cuba for six years.

November 2.—Representatives of Jugoslavia and Greece sign a treaty of commerce at Belgrade.

The Regency Council of Roumania requests Premier Bratianu to resign before December 1, and the Premier refuses.

November 5.—Gen. José Maria Moncada, Liberal candidate, is elected President of Nicaragua, the election being carried on under the supervision of American marines, under command of Brig.-Gen. Frank A. McCoy.

November 6.—The Poincaré coalition Government resigns, following a walk-out of four Radical ministers, whose party had demanded that the Government reduce appropriations for national defense and eliminate from the budget credits to certain teaching and religious orders.

The British Parliament opens, with a speech from the throne praising the Kellogg anti-war pact.

DOMESTIC

October 30.—Robert Lansing, Secretary of State under President Wilson, dies at his home in Washington, D. C. He was sixty-four.

November 2.—Matthew Patterson, a member of the Pennsylvania House of Representatives, and five others who had either been convicted of or had pleaded guilty to extortion, bribery, and conspiracy to extort money from saloon-keepers, are sentenced to various prison terms and fines by Judge James G. Gordon, Jr., in Philadelphia.

The Republican National Committee has collected $4,911,744.52 and disbursed $4,744,361.07, as of November 1, and the Democratic National Committee has collected $4,088,933.09, and disbursed $4,008,023.68, according to the reports of their respective treasurers filed with the clerk of the House of Representatives.

November 4.—Capt. C. B. Collyer, pilot, and Harry Tucker, passenger-owner, are killed when their monoplane *Yankee Doodle*, holder of two transcontinental records, and attempting another record from Los Angeles to New York, crashes in Crook Canyon, near Prescott, Arizona.

November 6.—Herbert Hoover, Republican candidate, is elected President by an overwhelming majority, his sweep breaking the Solid South.

Information is received of the death of Dr. Frank Crane, clergyman, journalist and author, at Nice, France, November 5. He was sixty-eight.

High Cost of Air.—"Time is money!" said the ready-made philosopher.

"It is, indeed," answered Senator Sorghum. "If you have any doubt, get the price of a short talk about your business over the radio."—*Washington Star.*

MACHINES EASILY
GRINDS EASILY
POLISHES EASILY

5 MINUTES with Carpenter STAINLESS STEEL will convince you

NO. 5 Easy to machine Easy to grind Easy to polish PATENT APPLIED FOR

NO MATTER what your previous experience with Stainless Steel has shown—a few moments with Carpenter Stainless Steel No. 5 will prove beyond a shadow of doubt that here at last is a Stainless Steel that will grind, machine and polish with the ease of ordinary screw stock.

Hundreds of products which have heretofore been considered impracticable to manufacture of Stainless Steel can now be made from this superior material—and be given permanent, rust resistant qualities that will add immeasurably to their value and usefulness.

Let us show you how well Carpenter Stainless Steel No. 5 can be adapted to ordinary production methods. Write for full information.

THE CARPENTER STEEL CO., READING, PA.

Alloy and Tool Steels Exclusively

Carpenter STAINLESS STEEL

NO. 5 Easy to machine Easy to grind Easy to polish PATENT APPLIED FOR

THE SPICE OF LIFE

(TITLE REGISTERED IN U. S. PATENT OFFICE)

Warm Baby.—For Sale—Combination cook stove and baby buggy.—*Titusville (Pa.) paper.*

Ducking the Loud-speaker.—The man who toots his own horn soon has everybody dodging when he appears.—*Boston Transcript.*

Staged a Comeback.—
FATHER SLEW THREE AND SELF,
THEN STARTED FIRE, IS BELIEF
—*Cincinnati Enquirer.*

No Change.—Clara—"Do you get your alimony regularly?"

Marie—"No, I might just as well be living with him."—*Life.*

Sauce for the Gander.—The groom wore a gown of blue transparent velvet and carried a shower of butterfly roses.—*Butte (Mont.) Standard.*

Patience Rewarded.—A Scotch professional golfer, after fourteen years of retirement, has resumed the game. Evidently he found his ball.—*New York Herald Tribune.*

Reversed Angel.—A young doctor, trying to be a little sobby while addressing a mothers' meeting, said: "In all this world there's nothing so sweet as the smile on the face of an upturned child."—*Boston Transcript.*

Give Them More Rope.—
34 Boys and Girls
To Enter Calf Show.
—*Duluth paper.*

Ker-Flop!—Smith—"It is not the cost of the car that worries the average motorist, but the upkeep."

Jones—"And sometimes the turnover."—*Montreal Star.*

Cosmetics 'n' All.—
LADIES' REST ROOM
DRIVE IN
Washing and Greasing.
—*Filling Station Sign on the Fort Worth pike.*

Souvenir Hunter.—"Mother, was your name Pullman before you were married?"

"No, dear; why do you ask?"

"Well, I just wondered. I see that name on a lot of our towels."—*Vancouver Province.*

Punkin' Preferred.—Possibly under television the lonely wife can lure the errant spouse home evenings by holding a banana cream pie in front of the transmitter.—*Detroit News.*

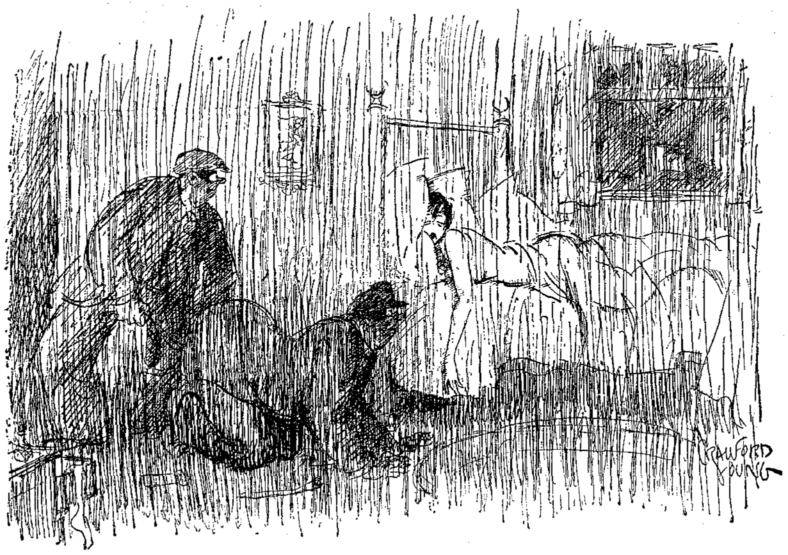
It would keep us down-town.—*Boston Transcript.*

Strong Stuff.—Dead Man Under Influence of Whisky Attacked Brother.—*Elberton (Ga.) paper.*

When the Music Starts.—"Ah! You should hear my dad play Bach!"

"Gosh! You should hear my dad play golf!"—*London John Blunt.*

"Hark from the Tomb a Mournful Sound."—
City Youths Brought to County Jail
Following Post-mortem Statement
of Dead Bandit.
—*Jeffersonville (N. Y.) paper.*



Housewife (sleepily): "Is that you, Fido?"
Burglar: "Lick 'er hand, Bill."

—*Judge.*

Unkind Cut.—
CUT PRICES
All 15c Cans Tobacco................25c
—*Ad in a St. Joseph (Mo.) paper.*

Blunt Instrument.—Little Simpson—"He called me a liar, and, big as he was, I knocked him sprawling."

Wife—"With your fist?"

Little Simpson—"No, with my car."

Prosperity Price.—
$5.00
MEN'S SHOES
Real Value
98c
—*Ad in a San Pedro (Cal.) paper.*

Gates Ajar.—
Here lies till Gabriel's trumpet peal
The bones of Shelby Sharp.
He dozed while holding a steering wheel
And woke up holding a harp.
—*Boston Transcript.*

Popular Specifications.—The playwright, who is casting a new show, was discussing with a lady the difficulty of filling one particular part.

"I want," he said, "a young man who looks like Lindbergh, who is tall, blue-eyed, who has sex appeal, a sense of humor, and an air of distinction."

"So do I," sighed the lady.—*New Yorker.*

Well-Known Culprit.—Who remembers the days when father got all the blame for the ashes on the rug?—*Denver News.*

Vocal Exercise.—Jud Tunkins says you've gotto admire a fighter; but too many folks imagine they are fighting when they are only quarreling.—*Washington Star.*

After You, My Dear Alphonse.—
PIGS AND GEESE
DRIVE IN
—*Sign on a Chicago highway.*

Getting Reckless.—Lindbergh has taken out an automobile driver's license. And we had hoped he would continue to play safe by keeping to the air.—*Chattanooga News.*

Call the Cat.—The party was successful in bagging a fine young mouse, and innumerable ducks, grouse, and ptarmigan.—*Chilliwack (B. C.) paper.*

Getting Wise to His Job.—The Boss—"What—you a college graduate and you can't get tickets for the big game? Say, what do you think you're in this firm for?"—*Life.*

Rent the Welkin.—A lady motorist whose car had swerved across a suburban street and crashed through a plate-glass window was being questioned by the local police sergeant after the accident.

"Surely on such a wide street as this," said the interrogator, "you could have done something to prevent this accident?"

"I did," the delinquent assured him quite earnestly; "I screamed as loud as I could!"—*Sydney Bulletin.*

Falling Arches.—
Under the hanging mistletoe,
The homely co-ed stands,
And stands, and stands, and stands, and stands,
And stands, and stands, and stands.
—*Penn State Froth.*

Siren Song.—Coach (between halves)—"Say, you, what's the matter with you? Didn't I tell you to kick over the side lines so their quarter-back couldn't run the ball back? I been tellin' you that all week, but no—you gotta boot it straight down the field right in his arms, you mush-head!"

Punter—"Aw, listen, coach, I ain't got a chance. I kicked the ball the way you said every time, but that old pigskin 'ud curve in, that's all."

Coach—"Oh, I see—it was the wind, huh?"

Punter—"No, it's that quarter-back. Didn't you hear him yell every time I kicked that damn pigskin? Don't you know he's the champion hog-caller in Iowa?"—*Life.*